

THE
Elks
MAGAZINE



JANUARY 1952
THE TV PICTURE
BY DICKSON HARTWELL

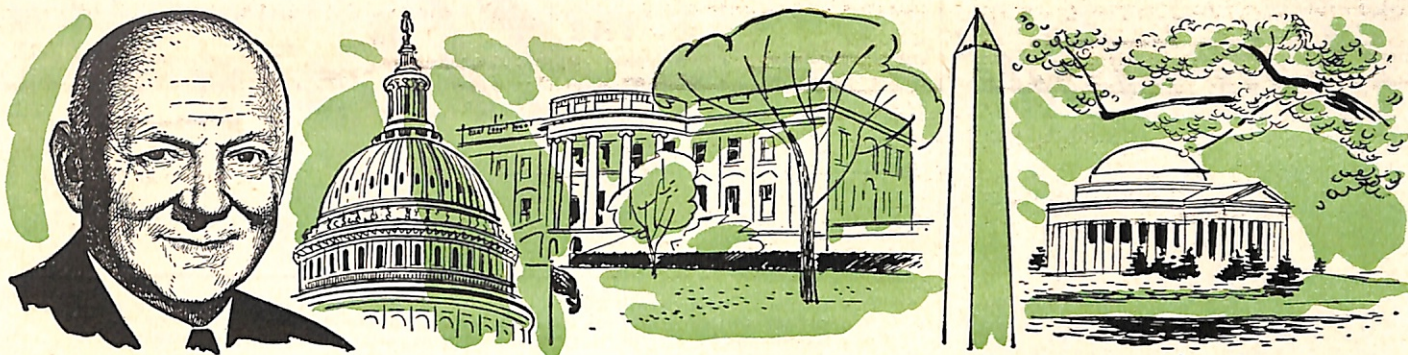
HE NEEDS YOUR BLOOD



Our Goal - A Million Pints

● ELKS ARMED FORCES BLOOD CAMPAIGN





TOM WRIGLEY WRITES FROM WASHINGTON

AN ORATORICAL outburst unequalled in history will be touched off on January 8 when the second session of the 82nd Congress opens. This is a presidential political year, and there will be a deluge of verbal fireworks. The elections for President and Vice-President will include all members of the House, one third of the Senate and a number of state governors as well. Among the senators whose terms will expire in 1953 are such statesmen as the venerable Kenneth McKellar of Tenn., Senate Leader Tom Connally of Texas, John W. Bricker of Ohio, Harry Flood Byrd of Virginia, Joseph C. O'Mahoney of Wyoming and a number of others. Everything uttered from now on will be weighed as to its effect on the November outcome. When the first session ended last Oct. 20, Senator Matthew M. Neely of W. Va. observed that the Lord laid down his entire law in the Bible in 776,692 words, but the Congressional Record of the first session contained 11,780,000 words. The Congressional torrent may be exceeded this year even though Congress will wind up early in order to let members go home for electioneering.

GOOD NEIGHBOR DEED

Government red tape is seldom slashed to do a good neighbor job. Recently, however, President Truman issued a proclamation granting extension of time to Finland for compliance with U. S. copyright laws. Boiled down it means that Jan Sibelius, world renowned Finnish composer, can now obtain copyright protection for many of his famous works.

COCKTAIL SEASON

The New Year brings with it a flood of cocktail parties and social functions in Washington. Gentlemen of the striped trousers class must have capacity for many martinis. Formula for a diplomatic party is this: First—invite those who really rate, and don't have too many lesser lights. Next—the hostess should be gowned in something which stands out from all the rest. (Makes it easy to identify the hostess, especially after the fourth round.) Finally—serve good food, whether it is just a cocktail party or a for-

mal dinner. Back of the scene is the social secretary, who sees all, knows all but says nothing except to society editors of the newspapers. Many a diplomatic queen or the wife of a senator or congressman knows that having the right social secretary opens the door to social success.

WOMEN IN UNIFORM

Importance of "womanpower" in national defense is stressed in a report of the Defense Advisory Committee on Women in the Service. There are 30,000 women now in uniform. Recruiting of 82,000 more is under way. They are being enlisted from the eight and a half million women without dependents in the age bracket of 18 to 34 years. Since uniforms for women were restyled into something smart and classy, recruiting is much easier, Pentagon reports say.

TAX EXPERT WEED-OUT

Some 97,000 attorneys and accountants hold licenses to practice before Treasury Department agencies. These licenses expire April 1 and thousands will be revoked. Treasury Department investigations during the past two months reveal a multitude of disbarred attorneys, racketeers, criminals and other undesirables holding permits. Self-confessed participants in tax shake-downs and criminals who have served time for illegal practices still have cards giving them the right to represent clients before the Bureau of Internal Revenue in income tax matters. Last review of the list was way back in 1934. House Ways and Means members of the subcommittee investigating scandals in the Internal Revenue Bureau say the list should be checked every year.

JUST 107 ROOMS

There'll be a great rush for passes to visit the rebuilt White House as soon as it is opened and occupied by the Truman family. Visitors, however, will see only the spacious rooms on the first floor used for official entertaining. The White House as reconstructed has 107 rooms, 72 of them on the main four floors. That's 10 more than the old building. The two new basements have 35 rooms, including a

big deep freezer, storage units, work rooms and space for the air-conditioning equipment. There are 19 large bathrooms and nine small baths. Decorations faithfully carry out the stately Georgian manor style. New draperies, rugs and furniture are from authentic patterns in the National Archives. Much of the old-time austerity, however, is gone. Lighting effects have been vastly improved. The big house has a warm look. Presidential family quarters on the second floor are all that could be desired for living comfort. Incidentally, the President's bedroom and Mrs. Truman's and Margaret's sitting rooms are well flounced in chintz. Margaret has a grand piano in her room. The color scheme of the room is pink and green. The President's famous oval study is over the blue room and looks out on the controversial South balcony he added in 1948. The walls are green above a wood wainscot. Mrs. Truman's sitting room is in ivory with amethyst the contrasting color in the draperies and the chenille rug. The rebuilding took two years, cost \$5,761,000. Nice little house to keep dusted and clean.

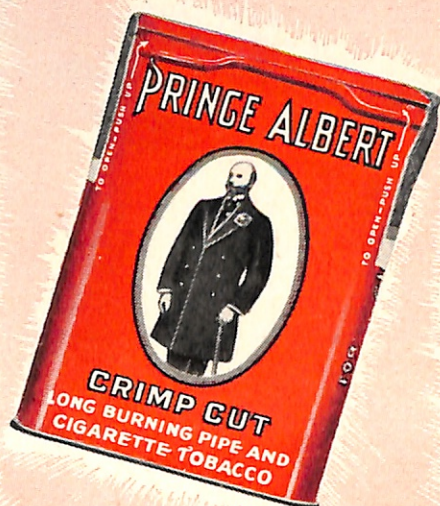
CIVIL DEFENSE BLUES

Civil Defense this New Year's lacks funds. Congress failed to appropriate even one dollar of the 250 million asked for air raid shelters. Administrator Millard F. Caldwell put in for 535 million dollars to build up his program. Congress gave him \$74,945,000. Right now few cities have enough sirens to sound adequate warning. Caldwell, an optimist, says Civil Defense is beginning to roll. He hopes to get substantial money from the second session of Congress now ready to open. "If we had five years to prepare for atomic raids, it would be easy," he says. "But the danger is immediate."

OKLAHOMA GOOD TIME

People from every state live in Washington, and they get together to form state societies. Many have thousands of members. If you want to have fun, go to an Oklahoma society dance. Oldest state society—and let's not start an argument—is said to be Maryland, organized 100 years ago.

Bite's Out



Pleasure's In



... Prince Albert is made to give you more smoking enjoyment than any other tobacco! P.A. is specially treated to insure against tongue bite. Rich-tasting and mild... No wonder it's the big favorite with roll-your-own smokers and pipe smokers alike!

*Process patented July 30, 1907

MORE MEN SMOKE

Prince Albert
THAN ANY OTHER TOBACCO
THE NATIONAL JOY SMOKE

THE ELKS

VOL. 30

MAGAZINE

No. 8

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

BRUCE A. CAMPBELL Chairman
JOHN S. McCLELLAND Secretary
JOHN R. COEN Vice-Chairman
MICHAEL F. SHANNON Asst. Secy. and Asst. Treas.
JAMES T. HALLINAN Treasurer

JAMES R. NICHOLSON
General Manager

LEE C. HICKEY
Editor

REGINA M. FISHER
Associate Editor

W. H. MAGRATH
Controller

JOSEPH C. JONES
Art Editor

JOHN SCHMITT
Circulation Manager

GENEVIEVE G. CONOVER
Advertising Production

EDWARD FAUST
Promotion Manager

EDITORIAL OFFICES, 50 E. 42nd St., New York 17, N. Y.

CONTENTS FOR JANUARY, 1952

COVER BY HY RUBIN

TOM WRIGLEY WRITES FROM WASHINGTON.....	1
THE TV PICTURE.....	Dickson Hartwell 4
BUSINESS OUTLOOK FOR 1952.....	Dr. Marcus Nadler 6
THE ORDER SALUTES THE PRESS.....	8
YANKEE TRADER.....	Harold Rosenthal 10
THE GRAND EXALTED RULER'S VISITS.....	12
ROD AND GUN.....	Ted Trueblood 14
ELKS YOUTH PROGRAM—1951-52.....	15
NEWS OF THE LODGES.....	16
A MESSAGE FROM THE GRAND EXALTED RULER.....	18
ELKS NATIONAL SERVICE COMMISSION ACTIVITIES.....	19
ELK FAMILY ALBUM.....	20
IN THE DOGHOUSE.....	Ed Faust 25
FOR ELKS WHO TRAVEL.....	Horace Sutton 26
ELKS FAMILY SHOPPER.....	28
CAMPAIGN WILL ENCOURAGE BEQUESTS TO FOUNDATION.....	33
EDITORIAL.....	48

ADVERTISING OFFICES

CHICAGO
360 North Michigan Avenue
STATE 2-6662

NEW YORK
50 East 42nd Street
VANDEBILT 6-4660

LOS ANGELES
1646 Wilshire Boulevard
DUNKIRK 8-5187

DETROIT
2970 West Grand Boulevard
TRINITY 5-7026

SAN FRANCISCO
1204 Russ Building
SUTTER 1-2251

CHANGE OF ADDRESS: Postmasters are asked to send Form 3578 notices complete with the key number which is imprinted at upper left-hand corner of mailing address, to The Elks Magazine, 50 E. 42nd Street, New York 17, N. Y. Members are asked, in changing address, to send this information (1) Name; (2) Lodge number; (3) Membership number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. THE ELKS MAGAZINE, Volume 30, No. 8, January, 1952. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Entered as second-class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks, \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care, but this Magazine assumes no responsibility for their safety. Copyright, 1952, by the Benevolent and Protective Order of Elks of the United States of America

The Most Sensational Bargain Ever Offered to New Dollar Book Club Members!

ALL 3 FOR ^{only} \$1!

\$9
VALUE
IN
PUBLISHERS'
RETAIL
EDITIONS

**3 SMASH HITS! WITH 3 OF THE MOST EXCITING WOMEN
IN CURRENT BEST-SELLING FICTION!**

WHAT A BARGAIN! This big TRIPLE-THRILL package of top book entertainment—for only \$1.00! Three full-size, hard-bound books—\$9.00 value in publishers' editions! We'll send all three for only \$1 if you join the Dollar Book Club now. A big, generous sample of the fascinating reading and huge savings that you enjoy through this Club. Send no money—mail coupon below to accept this offer!



"Even a Queen Can Be a Man's Woman!"

HANDSOME King Nikki had no taste for royal females; he wed lovely Princess Christiane only for convenience. But he changed his mind when Christiane donned a peasant's disguise, and proved that even a Queen could be wickedly alluring! Here's romance, palace intrigue, gypsy gayety in a delightful new story!

Or Substitute Any of These Other Hits: THE IRON MISTRESS by Paul I. Wellman; JOY STREET by Frances Parkinson Keyes; FOREVER AMBER (new printing of Kathleen Winsor's all time hit)



For this Beautiful Carnival Girl, Men Cheated, Fought...and Killed!

DOWN from the hills she came, penniless but lovely. She bewitched every man from mountaineer to blue-blood... and didn't stop until she became Georgia society's most scandalous bride! Yerby's newest hit, even better than *The Foxes of Harrow* and *Floodtide*!



On this Island of Lonely Men, She Was "The Last Woman in the World"!

LOVELY secretary Isabel Jardine fled from her drab and unromantic city job to the wild, wind-swept island of Marina. Here she found herself wanted and wooed by every one of the strong, bronzed men who lived like monks in Marina's barren wilderness. Here was love and adventure far beyond an office girl's dreams!

The Only Club that Brings You the New \$3 Best-Sellers for just \$1

YES, the very same titles selling in the publishers' retail editions for \$3.00 to \$3.50 come to Dollar Book Club members for only \$1 each—an incredibly big saving averaging more than two-thirds on every selection! These savings are possible because of the huge printings made for a membership of nearly 1,000,000 families.

Take as Few as Six Books a Year

Membership in the Dollar Book Club requires no dues of any kind. You do not even have to take a book every month; the purchase of as few as six books a year fulfills your membership requirement!

DOUBLEDAY ONE DOLLAR BOOK CLUB, GARDEN CITY, NEW YORK

Start Enjoying Membership Now

Upon receipt of the coupon at right, you will be sent your introductory TRIPLE package of books—two of them FREE, and one as your first \$1 selection. Thereafter, you will receive regularly the Club's Bulletin, which describes the forthcoming Club selections, and many other popular books which you may purchase at the Club price of only \$1 each, plus few cents shipping cost. You buy only the books you want.

Send No Money—Just Mail Coupon!

When you see your TRIPLE book package—and realize these three books are typical of the values you will continue to receive from the Club for only \$1 each—you will be delighted to have become a member! Mail the coupon now.

MAIL THIS COUPON

**Doubleday One Dollar Book Club
Dept. 1 ESM, Garden City, New York**

Please enroll me as a Dollar Book Club member. Send me at once the 3 books checked below—and bill me **ONLY \$1 FOR ALL 3**, plus a few cents shipping:

☐ King's Rhapsody ☐ A Woman Called Fancy ☐ Nymph and the Lamp
☐ The Iron Mistress ☐ Joy Street ☐ Forever Amber

Also send me my first issue of "The Bulletin", telling about the new forthcoming \$1* bargain book selections and other bargains for members.

I may notify you in advance if I do not wish either of the following months' selections. The purchase of books is entirely voluntary on my part. I do not have to accept a book every month—only six a year. I pay nothing except \$1 for each selection received, plus a few cents shipping cost.

NO-RISK GUARANTEE: If not delighted, return all 3 books in 7 days and this membership will be cancelled.

Mr. _____ Please
Mrs. _____ Print
Miss _____

Address _____

City & _____

Zone No. _____ State _____

*Slightly higher in Canada; address 105 Bond St., Toronto 2. Offer good in U. S. and Canada only.

Everyone has an opinion about television—but 15,000,000 set owners can't be entirely wrong.

THE TV



THE OTHER DAY, in the shadow of Radio City's towering RCA Building, a friend stepped up to a round faced, dynamic little man and said, "David, there is something I've been meaning to tell you. I think television is terrible."

This sort of thing happens regularly to David Sarnoff, who is recognized even by Milton Berle as the daddy of television, in addition to his duties as chairman of the board of the Radio Corporation of America.

Sarnoff was not in the least abashed. He started his stock reply. "Did you like the telecasts of the Kefauver hearings?" he asked.

"Oh yes. They were very good."

"Did you like the televised proceedings of the signing of the Japanese peace treaty at San Francisco?"

"An important—an historic—occasion to witness."

"Do you like Sid Caesar and Imogene Coca in the 'Show of Shows'?"

"Oh yes. They are really good."

"Do you like Eddie Cantor, Fred Allen, Groucho Marx and Jimmy Durante?"

"They're very fine. They're exceptional."

"Do you like our operas in English, our prize fights and baseball games, the forum discussions such as 'Meet the Press'?"

"Yes, I like all of them. But I still think television is terrible."

Sarnoff knows he doesn't influence many carping critics, but he keeps on trying. The panning, he philosophizes, is a natural outgrowth of the hottest domestic controversy since women got emancipated and made their husbands equals by letting them wash the dishes. Television, the most out-superlatived invention since the discovery of wheels, appears to have 15,000,000 set owners groggy and on the ropes, with more offering themselves up daily for punishment. And the 30,000,000 have-not families, once snubbed as poor relations, are now occasionally respected as iron-willed iconoclasts, able to resist a debilitating though popular habit.

"In our family," one of the have-nots proudly remarked the other day, "we still know how to make conversation and read books."

Television is doubtless the biggest whipping boy the intellectuals ever had, but what is so startling to the sideline observer is that nowadays it seems more popular to criticize TV than to own a TV set. It doesn't stem from the long-hairs

PICTURE

BY DICKSON HARTWELL

ILLUSTRATED BY ROY DOTY

alone. People whose entire library consists of fifteen comic books have begun to laugh at Milton Berle's antics largely out of nervous embarrassment. Instead of bragging, "We had the set on for six hours last night," some now report, "We turned the darn thing off at eight o'clock."

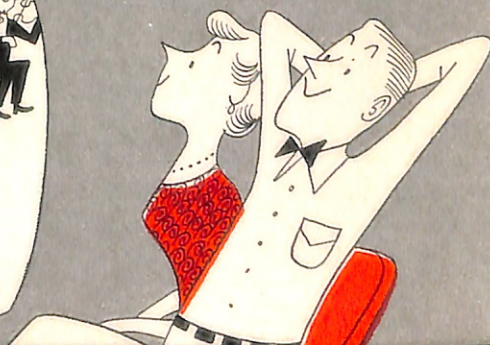
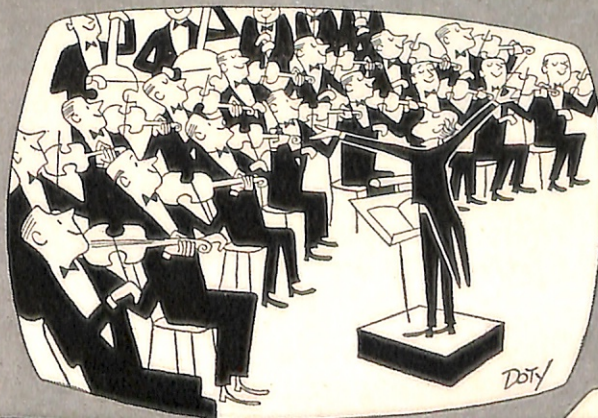
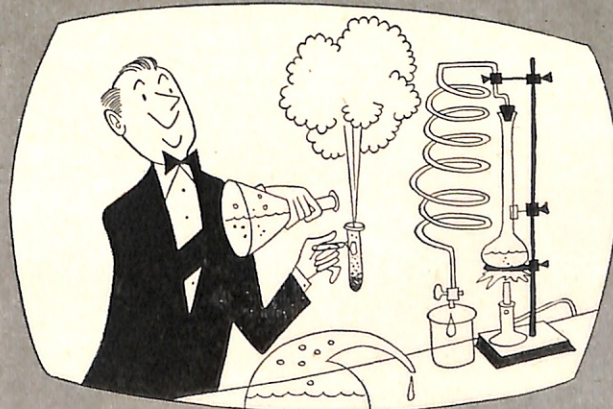
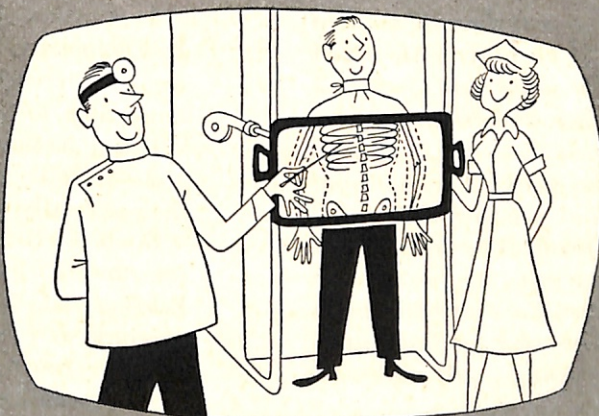
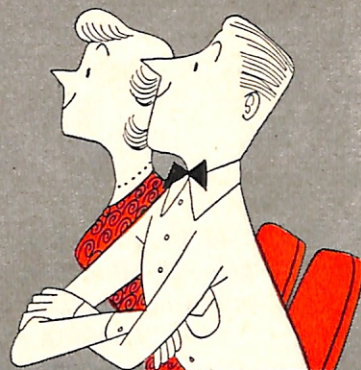
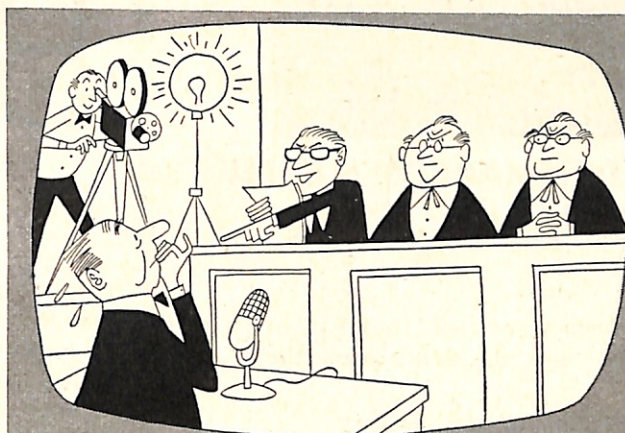
Meanwhile, the long-hairs are in Washington demanding the Federal Communications Commission to do something. But instead of petitioning that present TV stations be blown up and the entire nightmare of television be forgotten, they insist that *more* stations be built and, of course, that they be allowed to run them.

This startling paradox is no less perplexing than the whole spectacle of television, which is seldom viewed dispassionately by anybody. There are, for example, far more opinions on the quality of TV programs than there are people. Anyone who feels qualified to comment at all—which includes just about everybody—has five or a dozen opinions about programs. A similar deluge of conflicting ideas engulfs color telecasts. Even more vehement opinions are offered about the use of TV in schools. A decade ago TV was hailed as the greatest force for mass education ever known. One family in every three now has a set, but the only people I can discover who claim to have been educated by TV are a newsboy in Whipsaw, Wyoming, and a beauty parlor operator in Tintrinsie, Florida.

THERE are sourpusses who say TV is going broke; that nobody, not even the soap people, can afford the enormous cost. Another batch declares it will surely die a natural, if not a painless death, for lack of material. Every known joke has been used three times, they say, and is now coming up for the fourth go around.

But what frightens people most is the size of the monstrosity and its rate of growth, now apparently completely out of control. Jack's beanstalk has nothing on Sarnoff's television. On January 1, 1947, when there was much talk of TV's being a healthy post-war infant, there were exactly 16,476 receiving sets owned by the public. When the headaches cleared away on the following New Year's Day there were a modest 189,000. But by January, 1949, 1,000,000 families had sets and were visited nightly by 5,000,000 families who didn't. Guests were sternly admonished to bring their own liquor. A

(Continued on page 34)





BY DR. MARCUS NADLER

Professor of Finance at New York University and consulting economist.

Business

In his discussion of the business outlook for 1951 in *The Elks Magazine* just a year ago, the writer made the following statement:

"Looking at the economy of the country as a whole, however, employment will be plentiful, an increasing number of women will again have gainful employment, much older people will be at work and overtime will be on a much larger scale than at present, when manufacturing industry is operating at about 41 hours a week. The national income and the national product will reach new high levels. Net profits of corporations in 1951 are likely, however, to be smaller than during 1950. Taxes have already been increased, and a further rise on both individual and corporate incomes will undoubtedly take place."

At that time the outlook for business was quite clear and the above summary was based on analysis of existing facts.

At present it is not easy to forecast business activity with the same degree of accuracy as a year ago. The principal reasons are, briefly:

1—Uncertainty as to the international political situation. It is impossible, for example, to say whether the disarmament conference will be successful or not. It is further impossible to predict whether the negotiations in Korea will end successfully or not.

2—1952 is an election year and will exercise a more than normally powerful influence on business psychology.

3—It is extremely difficult to predict the attitude of people toward spending or saving. During January and February of 1951 both ultimate consumers and business concerns were buying very freely, anticipating their needs, with the result that large inventories were accumulated. After March, however, buying became more nearly normal,

Business in 1952

will be good, but

danger signals

are appearing.



Outlook - 1952



and many sectors of the economy, notably the soft goods industries, suffered from excessive inventories and buyers' resistance. This illustrates the uncertainty which makes it difficult to assess economic conditions.

An analysis of conditions as they exist today, however, allows us to reach certain conclusions based on several assumptions:

1—No major war will break out in 1952.

2—A real disarmament program cannot be adopted, and the cold war will continue.

3—Military expenditures will be maintained on a large scale, and capital expenditures by corporations will remain large, at least during the first six months of 1952.

4—The buying habits of most people will be approximately what they are today, and there are no reasons to expect a renewal of the panic buying which was so pronounced during January and February.

5—Inflationary pressures in the immediate future will continue, due partly to the large military expenditures and partly to unreasonable demands of some labor unions. Once the rearmament program begins to taper off the inflationary forces will give way to those of deflation.

With so much by way of introduction it is now possible to analyze the forces operating in the economy and to forecast what the year 1952 may hold in store for us. Before appraising the outlook, however, it is first advisable to analyze economic conditions as they are today.

THE SITUATION TODAY

The country toward the end of 1951 was in the midst of a boom. The gross national product during the third quarter of 1951 was at the annual rate of \$328 billion. National income was at the annual rate of \$274 billion.

There were nearly 62 million people gainfully employed. Wages were high and still increasing and consumption spending stood at the annual rate of \$202 billion. Hence, no matter from what angle we look at the economy of the country as a whole, we must conclude that the country was prosperous, perhaps more so than ever before. However, if we dissect the economy into various parts we find that conditions were not uniform. Industries directly or indirectly connected with the war effort were operating at capacity and were suffering from shortages of certain types of raw material, notably metals, and from the lack of skilled labor. On the other hand, the soft goods industries have since March experienced a serious downward readjustment accompanied by decreased production, increased competition and a softening of prices. In the soft goods industries inventories have been excessive, and only toward the end of the year was it possible to reduce some of the inventories accumulated during the spring and summer.

THE OUTLOOK FOR BUSINESS

Business activity during 1952 will be at a high level. However, the contradictions in the economy which became noticeable during the spring of 1951 will continue. Those industries directly and indirectly connected with the defense effort will continue to operate practically at capacity. However, the soft goods industries, while they will do better in 1952 than during the greater portion of 1951, will continue to operate in a competitive market. Competition will be keen and buyers' resistance against any unwarranted increase in prices of commodities will be strong. Employment will be plentiful. More women will be gainfully employed, the demand for all commodities will be strong and both the

(Continued on page 38)

The Order Salutes the Press

**Freedom of the Press is a priceless
gift for which Elkdom is thankful.**



Phoenix, Ariz., Elks J. Ross Oatis, left, father of Communist-imprisoned Bill Oatis, and Jack Lefler, local Associated Press Bureau chief, with the resolution the lodge sent to Washington demanding Oatis' freedom.

HUNDREDS of lodges honored newsmen at special ceremonies during the 1951 Newspaper Week, and the Lodge Activities Committee of the Grand Lodge invited all to submit reports on these ceremonies, which were separated into three groups—I, for lodges of over 1,000 members; II, for lodges of between 500 and 1,000 members; III, for lodges of less than 500 members. The Committee then judged the merits of the many hundreds of observances described to them and selected the outstanding four for each group.

Taking first things first, Phoenix, Ariz., Lodge won top honors for Group I

with an extremely well-planned program covering many features.

In compliance with Grand Exalted Ruler Howard R. Davis' plea that all lodges submit resolutions to the Government to demand the release of William N. Oatis, the American representative of the Associated Press in Czechoslovakia who has been imprisoned by the Communists, Phoenix Lodge, like many others, framed such a resolution and submitted it. This particular action had special meaning to Phoenix Elkdom, inasmuch as the father of the incarcerated newspaperman, J. Ross Oatis, is a member of that branch of the Order.

But perhaps no lodge had a deeper interest in that part of the observance than did Marion, Ind., many of whose members are personal friends of Mr. Oatis, a native of that city. So unusual was the Marion observance that the Grand Lodge Committee saw fit to recognize it with a special award. These Elks built their entire program around the threat to our way of life that is embodied in the imprisonment of the former Marion citizen. "Bill Oatis Day" was marked by a parade witnessed by thousands. The public ceremonies later were presided over by Mayor Willard Blackman, with State Pres. Roy Jorg and other civic and Elk dignitaries participating. Citizens of the area had the opportunity to sign an 800-foot scroll demanding the release of the newspaperman, and nearly 12,000 did so. Not content with merely sending their resolution, to which the scroll was attached, Washington, D. C., a delegation of Marion Elks, headed by E.R. Royal Dicken, entrained for the Nation's Capital and made a formal presentation of this evidence of Elk determination to President Truman's Press Secretary, Mr. Joseph Short.

Second in Group I was the observance held by Los Angeles, Calif., Lodge when more than 200 newsmen and newspaper executives were honored at a program at which the Rt. Rev. Msgr. George M. Scott spoke. Sharing the spotlight was the presentation of large American Flags to executives of the area's metropolitan newspapers.

About 200 Elks and their wives paid tribute to 50 newspapermen and women fêted by Bismarck, N. D., Lodge at its



E.R. Walter Hearn presents the Waycross, Ga., Elks' trophy to publisher Jack Williams, left center. Others are Jack Williams, Jr., speaker Mack Barnes, Trustees McGregor Mayo and Harry Rowling, Jr.

special program, which took third-place honors in this group.

About 75 representatives of the two newspapers and the wire services of the city were honored by Miami, Fla., Lodge whose ceremonies rated fourth for Group I. and attracted the largest attendance in the lodge's history.

Deserving of high commendation for services for lodges in this category were those held in Wheeling, W. Va., Sunbury, Pa., and Charleston, W. Va.

THE Elks of Fond du Lac, Wis., Lodge were accorded first honors for their Newspaper Night for lodges in Group II. Former Chief Justice of the Grand Forum, Clayton F. Van Pelt, P.E.R., presided at the meeting honoring a large group of newspaper and radio people who heard a heart-warming address by Past Grand Exalted Ruler Charles E. Broughton, who was editor of the *Sheboygan Press* for 43 years prior to his retirement several months ago.

One of the Order's outlying lodges, San Juan, P. R., won second-place plaudits in Group II for its program during which scrolls were presented to editors and managers of local newspapers.

Next, in the Committee's opinion, was the ceremony of Dallas, Tex., Lodge. The principal speaker, Harry McCormick, police reporter and award winner of the well-known radio program, "The Big Story", dedicated his speech to Past Grand Exalted Ruler William Hawley Atwell and his relentless fight for freedom and liberty.

Walter W. Krebs, publisher of the *Tribune* and *Democrat*, received an award at the fourth-place observance in this group, held by Johnstown, Pa., Lodge. Sharing honors with him were the editors of the two papers.



The Marion, Ind., Elks' resolution, with its scroll of 12,000 names, is read in Washington, D. C. Left to right: Marion Trustee Dr. E. H. Knott, Peru Elk Lyman Brackett, Marion Secy. Wallace Cain, Marion's Bill Oatis Day Chairman R. C. Duncan, Presidential Press Secy. Short, Grand Lodge Youth Activities Committeeman R. L. DeHority, Marion E.R. Royal Dicken, Lebanon Elk Harold Head.

No less inspiring were the ceremonies of the lodges of less than 500 members, in particular that of Waycross, Ga., Lodge. Highlighting these ceremonies was the presentation of a trophy to Elk Jack Williams, publisher of the *Journal-Herald*, and his capable staff.

Next in line was the Salisbury, Md., Elks' affair at which a large group of representatives of the city's *Evening Post* were honored.

Another Southern city to receive Grand Lodge recognition, placing third in this group, is Lufkin, Tex., where the Elks paid tribute to the city's *Daily News* in particular and to all American papers in

general. A plaque was presented to the *Daily News'* Vice-Pres. and General Mgr., W. R. Beaumier, P.D.D.

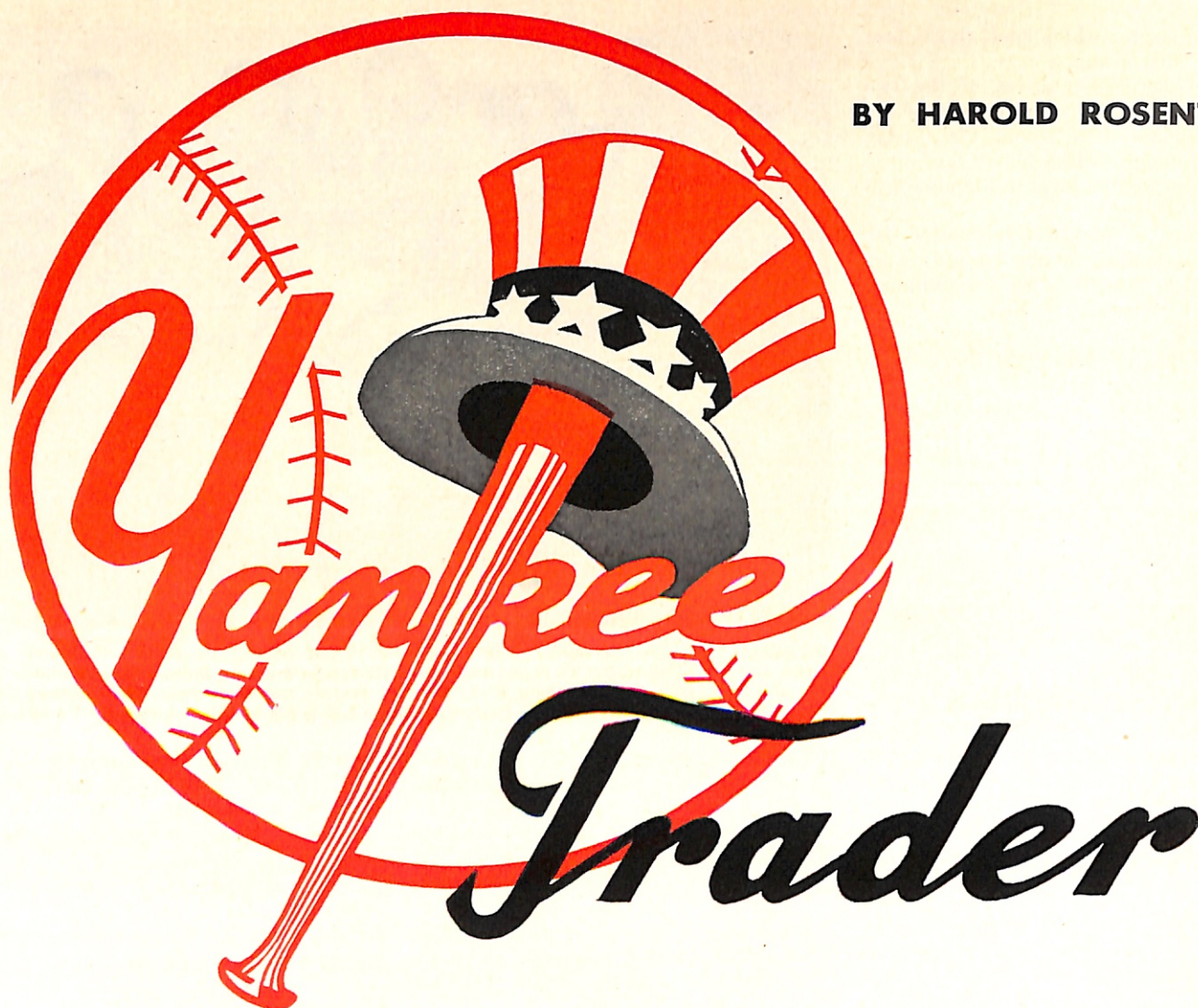
Revere, Mass., Lodge took fourth place in this category with its special exercises during which Sidney Curtis, publisher of the *Revere Journal*, received a scroll and delivered a revealing address before a large gathering.

IT IS fitting that the Order of Elks, dedicated to the American Way of Life, should take the lead in paying tribute to those who help insure its preservation, and in keeping free those whom totalitarian governments would silence.



At Fond du Lac, Wis., Lodge's affair, P.E.R.'s were pictured with, center three, foreground, left to right: Former Chief Justice of the Grand Forum C. F. Van Pelt, Past Grand Exalted Ruler Charles E. Broughton, E.R. R. W. Ashton.

BY HAROLD ROSENTHAL



**Great baseball players, a farm system—
and George Weiss—made today's Yankees.**

IT WAS A PLEASANT noon in late September and the New York Yankees were lining up for a team picture in the Yankee Stadium. There was a lot of good-natured joking and jostling; the 1951 pennant was already clinched and they were just playing out the string. Over in the other league the Giants and Dodgers were clawing at each others' throats.

Finally the photographer had them all posed nicely and the kidding quieted down. "Look natural, fellows," he called.

A couple of newspapermen stood idly by, watching the proceedings.

"Take a good look at these fellows," observed one, "because not too many of them are going to be around next Spring after George Weiss gets through shuffling them."

"Yep," replied the other, "this 1951 club is going to win the pennant by maybe four or five games. Weiss'll want them to do it in 1952 by nine or ten."

This, better perhaps than a dozen pages of closely-typed data, best explains the working philosophy of George Martin

Weiss, the No. 1 executive in baseball today. This is the man who has been singled out as the game's top executive two years in a row by *The Sporting News*, baseball's authoritative weekly, an unprecedented honor. This is the man largely responsible for the unparalleled prosperity enjoyed by the New York Yankees, winners of eighteen American League pennants and fourteen World Series titles.

George Weiss, first as farm director and later as general manager, had a guiding hand in a dozen of these pennants and eleven of these World Series victories. It is a personal record of such staggering proportions that its full implications can only be realized when it is stacked up against the achievements of other big administrative names in the game.

For purposes of stacking let's take the record compiled by Branch Rickey. There's a name that is known wherever baseball is played and in a lot of places where it isn't. Here is Rickey, still a dynamic figure at seventy, the man who

invented the farm system, who broke the color line in organized baseball, who first conceived the idea of a production-line spring training camp. How many pennants did Rickey teams win, and how many were followed by World Series titles? Hold on to your score cards, friends!

At St. Louis Rickey, with a full eight-year jump on Weiss in farm-system baseball, won six National League pennants and four World Series. Then in eight years in Brooklyn he won precisely two pennants and no World Series, both played, incidentally, against the Yankees.

These figures, ferreted from the record book, are not offered here to cast a shadow upon Rickey. The purpose, rather, is to focus the spotlight on George Weiss as the best in the business, a business, by the way, where a loser gets less opportunity to explain and a consequent quicker shove through the door than in any other line of endeavor in the country. The American baseball public simply won't pay to see a loser.

It's twenty years now since the late

Col. Jacob Ruppert, dissatisfied with the outcome of a couple of unfortunate player purchases, turned to Weiss and grabbed off the most promising young executive in the minor leagues as the boss of his newly-constituted farm system.

During those two decades the Yankee fans have paid their money and have been rewarded with a dizzying succession of winners. Yet of these fans not one in ten thousand would recognize George Weiss if he actually bumped into him en route to his seat in the Yankee Stadium.

Let's steal a quick look at the man whose hand has had such a profound influence in the affairs of the most successful club in baseball. To begin with, the hand is inclined toward chubbiness because George Weiss is a portly man. At fifty-six he is considerably stouter than he was at thirty-six. His temples show gray under his expensive hat and when he doffs it his locks are a trifle thin on top. He is impeccably garbed at all times and chances are that if you saw him at a ball game you'd muse,

"What a life these Wall Street brokers lead! Able to get away for an afternoon game and right down there in the best box-seat in the house, too."

Truth of the matter is that Weiss would undoubtedly have wound up as a broker if baseball hadn't beckoned. And chances are that baseball wouldn't have beckoned as a lifetime job if the death of his father hadn't cut short his college career at Yale.

And, pursuing that cross-roads theme a bit further, chances are that had he entered the brokerage business he would have left an equally strong impression—although two businesses further apart than bonds and baseball can scarcely be imagined. Why? A bond or a share of stock is something tangible. You lock it up and it's safe. It can't become upset by a story it reads in the paper; it can't sulk over a slight or insult, real or fancied; it can't miss a night's sleep and show up bleary-eyed for the most important game of the pennant race. A baseball player can.

THE YANKEES are unquestionably an institution peculiar in baseball. No other major league team has a "uniform" tradition, and, if it had, it certainly wouldn't believe in it and trust it as implicitly as the Yankees.

Over the years it has furnished various Yankee managers with a priceless psychological weapon. "Put a Yankee uniform on a bush leaguer," is baseball's bitter observation, "and he's ready for the World Series."

Every spring, the Yankee manager shakes hands all around, makes the necessary how's-the-family's and then gets down to business. He opens a brand new box, lifts the contents for all to see and exclaims, "Gentlemen, this is a *Yankee uniform!*"

Casey Stengel will do it in St. Petersburg when the 1952 Yankees gather next

month. It will probably give him a five-game edge over the rest of the American League right there. Other teams have tried to develop similar powerful medicine for the ball player's soul, but it has never quite come off elsewhere.

Almost as important is the Yankee tradition of going "first class," a reputation that first bloomed in the era ushered in by Col. Jacob Ruppert, the millionaire brewer who caused the Yankee Stadium to be built in the early 20's on what was then a desolate stretch of lots in the lower Bronx. "First class" in baseball means just what it means anywhere else—the best of everything—food, hotel, medical care, mode of travel.

It would be serving truth poorly to say that the Yankees out-distance most of the other major league clubs in this respect. With the exception of perhaps one or two, most are on a par in this regard and perhaps there might even be a club that might occasionally out-distance the Yankees in some particular phase of living. "Yankee class," however, is a phrase that has come down through the years.

When you think of ball players fashionably garbed and looking more like bond salesmen than bat-swingers you think of the Yankees, even though a tieless athlete in a dining room would draw an equally quick reprimand from fifteen other major league managers.

George Weiss has never done anything to dispel this aura of going "first class." His suite when he hits town is the very best available. His party will have the best of everything, including menus unsullied by any such vulgar notations as prices, and the wine will always be a vintage champagne.

Weiss is always the perfect host, although the long-distance telephone usually interrupts his entertaining chores four or five times an evening. Someone once remarked that George Weiss uses the long-distance phone as though a rule was due to be passed the following morning forbidding him from ever going near the thing again. The monthly charges against Plaza 9-5300 in New York are undoubtedly astronomical.

Weiss's parties, in contrast to most thrown by other major-league bosses, are also carefully plotted out—almost like a major-league player deal. Several days in advance his press and promotions director, Arthur E. (Red) Patterson, will contact each reporter travelling with the Yankees and say, "When we get to Detroit George Weiss is going to throw a little party, so keep that night open, will you?"

This is in marked contrast to the windings thrown by such men as Walter O'Malley of the Brooklyn Dodgers or
(Continued on page 42)



GEORGE WEISS

The Grand Exalted Ruler's Visits



Dignitaries of the Illinois S.E. District at Lawrenceville Lodge, with Grand Exalted Ruler Davis, are left to right: Lect. Knight Louis B. Strange, D.D. Charles W. Claybaugh, Esq. Carl E. Letscher, Mr. Davis, Dist. Vice-Pres. Curtis A. Hill, Exalted Ruler G. W. Carter, Dist. Secy.-Treas. E. S. Bline, Grand Trustee Nick H. Feder, P.D.D. John Osborn and State President William S. Wolf.



With State Pres. H. Earl Pitzer, left foreground, and D.D. Clyde H. Zartman, right foreground, officers of Red Lion, Pa., Lodge stand by as Mr. Davis shakes hands with E.R. Harlan Lane.



Grand Exalted Ruler Davis is pictured with local and visiting dignitaries at Mattoon, Illinois, Lodge when E.R. Rex M. Adams presented a check to Mr. Davis for the balance of the pledge made by every lodge officer to purchase a participation certificate in the Elks National Foundation.

GRAND EXALTED RULER Howard R. Davis visited **FARGO, N. D., LODGE, NO. 260**, on Oct. 22nd when he was entertained by E.R. Paul Euren and his Brother Elks. Former Grand Trustee Sam Stern was host at a cocktail party followed by a dinner at the lodge home for 500 Elks, representing every lodge in the State. Other Elk luminaries on hand included D.D. J. S. Fevold and State Pres. John T. Heimes who, in addressing the gathering, promised that the North Dakota Elks would be the first State to meet its Blood Bank quota in the Grand Exalted Ruler's program pledging 1,000,000 pints of the life-giving fluid for the men in Korea.

On the 24th, Mr. Davis was the guest of his home lodge, **WILLIAMSPORT, PA., NO. 173**, when 1,100 Elks and their ladies attended a banquet to pay tribute to him. Among the guests were Past Grand Exalted Rulers Charles H. Grakelow and George I. Hall, F. J. Schrader, Assistant to the Grand Secretary, and State Pres. H. Earl Pitzer. P.E.R. Carl C. Gehron, who was Toastmaster at this affair, was also Chairman of the Committee on Arrangements with his son-in-law, E.R. Abram M. Snyder.

On Oct. 25th, the Grand Exalted Ruler was the guest of **GETTYSBURG, PA., LODGE, NO. 1045**, the home of State Pres. H. Earl Pitzer, where nearly 400 Elks gathered to welcome the National and State Elk leaders. Judge W. C. Sheely acted as Master of Ceremonies, following introductions by E.R. Elmer W. Warren, at these ceremonies which were attended by many dignitaries, including Past Grand Exalted Ruler Charles H. Grakelow and Past State Pres. F. J. Schrader, Assistant to the Grand Secretary.

The following evening found Mr. Davis and Mr. Pitzer as guests of **HAGERSTOWN, MD., LODGE, NO. 378**, where 200 Elks and their ladies greeted them at a dinner-dance. E.R. Charles Rouzer introduced the distinguished visitors to the gathering, and P.E.R. E. Leister Mobley, P.D.D., was a capable Toastmaster. Pres. W. Edgar Porter of the Md., Dela. and D. C. Elks Assn. was present, as was D.D. Edgar J. DeMoss.

On the 27th, Grand Exalted Ruler Davis was the guest of **WASHINGTON, D. C., LODGE, NO. 15**. Mr. Davis and Mr. Pitzer, accompanied by their wives, were welcomed by P.D.D. Ambrose Durkin on the outskirts of the Nation's capital in the morning. The elaborate program for the day began with a visit with the Treasurer of the United States, Mrs. Georgia Neese Clark, when Mr. Davis, with E.R. Joseph G. Motyka and P.E.R. Guy A. Caponnetto, purchased for Washington Lodge Government Bonds in the amount of \$9,000. Following luncheon at the lodge home, the Order's leader was escorted to Arlington National Cemetery by E.R. Motyka, Mr. Durkin and Mr. Pitzer, where, on behalf of the Order, he placed a wreath on the Tomb of the Unknown Soldier. In the evening, Mr. Davis was guest of honor at

a banquet given by the lodge and attended by its officers and P.E.R.'s, as well as Past Grand Exalted Ruler Dr. Robert South Barrett, Assn. Pres. Porter, Past Grand Est. Lect. Knight Charles G. Hawthorne, Mr. Pitzer, Daniel J. Kelly, former Chief Justice of the Grand Forum, Robert L. DeHority of the Grand Lodge Youth Activities Committee who was accompanied by a delegation of Indiana Elks including E.R. Royal Dicken and other officials of Marion Lodge, and D.D. William M. Barbour of Va. and D.D. DeMoss of the local district.

For the first time in 16 years, on Oct.

29th, **RED LION, PA., LODGE, NO. 1592**, had the honor of a visit from a leader of the Order, when Mr. Davis, with State Pres. Pitzer, attended a dinner with about 250 local Elks.

The next day, the two travelers were greeted by a band and parade at the city line and escorted to the home of **LANSFORD, PA., LODGE, NO. 1337**, where, that evening, Mr. Davis addressed 400 Elks and presented 50-year membership cards and pins to two Charter Members, Robert E. Hobart and P.E.R. F. W. Heister. P.E.R. Dan J. Reese was in charge of the Committee on Arrangements for this affair.

The 2nd and 3rd of Nov. found the Grand Exalted Ruler in conference with the Board of Grand Trustees at the Elks National Home in Bedford, Va.

On Nov. 7th, the Order's leader began a trip through New York State, his first visit being made that evening at the home of **GLENS FALLS LODGE NO. 81** where he attended a dinner at which 250 Elks were present. In the absence of E.R. Robert R. Byers, injured in an automobile accident, Est. Lead. Knight Sarto Smaldone was Master of Ceremonies for the event which was attended by D.D. G. W. Brayton.

(Continued on page 32)



Mr. Davis has the pleasure of greeting a father and his three Elk sons on his visit to Malone, N. Y. Lodge. Left to right: Sid Hardy, E.R. John B. Hardy, his father, Mr. Davis, Albert Hardy and William Hardy.



Welcoming Grand Exalted Ruler Davis to Fargo, N. D., are, left to right: Secy. F. V. Archibald, former Grand Trustee Sam Stern, D.D. J. S. Fevold, Mr. Davis, State Pres. J. T. Heimes, E.R. Paul Euren, Bernard Winsberg.



The Order's leader places a wreath at the Retreat in Waynesboro, Pa., Memorial Park. Left to right: State President H. Earl Pitzer, Mr. Davis, E.R. Charles C. Sensheimer and Est. Lead. Knight D. G. Shetron.



Mr. Davis inspects a gift presented to him by E.R. Joseph C. Merlini of Adams, Mass., Lodge. Interested onlookers are D.D. James F. Clarke, Past Grand Exalted Ruler John F. Malley, Grand Trustee T. J. Brady.



At a meeting of the Ohio State Elks Assn., left to right, foreground: Grand Trustee Fred L. Bohn, Past Grand Exalted Ruler L. A. Lewis, Mr. Davis, Past Grand Exalted Ruler Edward J. McCormick, Grand Lodge Judiciary Committeeman John C. Cochrane; second row: Former State Trustee A. C. Martin, Pres. G. C. Nau and Retiring Pres. N. E. W. Stuart.



Photographed at Battle Creek, Mich., Lodge, left to right: Former Grand Treas. John K. Burch, Grand Tiler Irvine J. Unger, State Pres. Jay H. Payne, D.D. Charles T. Noble, Grand Exalted Ruler Howard R. Davis, E.R. J. Kenneth Thompson and General Chairman V. W. Rouse. The reception and banquet had 250 Elks and their ladies in attendance.

ROD & GUN

How can those ducks keep flying with their hearts shot out?

BY TED TRUEBLOOD



THERE IS probably more space around a duck than any other living creature. I know. I have shot thousands of holes through it.

This, to the uninitiated, may seem odd, since nothing

looks easier to slap with a load of shot than a fat old greenhead floating along through the uncluttered sky. A good grouse or quail shot is especially prone to err in this respect. He sees the ducks coming. (Who ever saw a grouse coming?) He gets all set. They come closer and closer, wings set, air whistling through their pinions.

"This is going to be duck soup," he thinks. He slips the safety off. At last, the moment comes. He raises the gun and shoots. He's so sure the first duck is dead that he swings quickly to another and shoots again, just as he had planned ahead of time. Amazingly, then, nothing comes down, not even a feather. After a few seconds the shot splatter harmlessly back into the water.

"How can those ducks keep flying with their hearts shot out?" the good grouse shot mutters. He stands to watch them fly away up the lake, thinking to the last that they surely will fall dead. But they don't. They finally become black specks in the distance.

So the good grouse shot turns around and sits down on his empty shell box and has thoughts that run something like this: "Well, I guess I missed them. I must have missed them. How in the —? Maybe they were out of range. I led them too far. I didn't lead them far enough. These loads aren't heavy enough for ducks. Maybe . . ."

While he is musing thus, a pair of greenwing teal whip past, six feet over the reeds, twisting, rolling, apparently making five hundred miles an hour. Caught by surprise, our old grouse hunter slaps his gun to his shoulder and shoots. To his amazement, the second teal, which was six feet behind the leader, falls dead as a stone.

Surprised but feeling better, he makes a mental note, as he reloads, to lead teal a great deal farther in the future. That

is a good resolution, but it doesn't go quite far enough. The thing he will have to learn before he becomes a good duck shot is this: strange as it may seem, a duck flying right out in the open can be just as hard to hit as a ruffed grouse darting through the birches or a startled bobwhite buzzing into a clump of pines.

The reason our grouse hunter killed the teal—aside from the fact that one was flying behind the other—was that the old near duck-far duck bugaboo happened to work in his favor. The closer a duck is, the faster he appears to be moving. This is known as the law of diminishing returns, or "I must have lost some of my ammunition."

HAVE you ever noticed how an airplane that is very close seems to be traveling at terrific speed while one a mile away appears barely to move? Well, it's the same with ducks. A teal five yards above the reeds and ten yards from the blind apparently flies three times as fast as a mallard thirty-five yards overhead. Actually—and it cost me about five cases of ammunition to learn this—he probably isn't flying one bit faster, and he actually may not be going so fast. Slowly though

he may seem to go, the mallard actually requires more lead because he's farther away, and also because the gun isn't swung so fast to keep up with him.

Now, wait, Newt, before you give me the other barrel. I know I've trod on a lot of toes by saying a teal doesn't fly faster than a mallard. Teal are greased lightning. It just might be that a thoroughly frightened teal—say one being chased by a duck hawk—could fly faster than a thoroughly frightened mallard. But I doubt it. I've watched mixed flocks of the big and little ducks too many times. They go along together.

My idea—and as one of America's greatest duck missers I feel entitled to it—is that the teal appears fast for two reasons: first, teal usually are buzzing the reeds, close. Second, they're smaller, and little birds always appear to fly faster than big birds. Geese look slow, but I've seen them flying with mallards.

But this is getting on dangerous ground. I don't want to talk about the speed of waterfowl because I don't know anything about it. Ray P. Holland, who knows more about ducks and geese than I ever will, told me once that he knew

(Continued on page 41)

"Can I Make It?"



Elks Youth Program— 1951-1952



Committee schedules Elks National Youth Day for May 1.

THE Grand Lodge Youth Activities Committee has announced its 1951-52 program in communications to lodges and State Associations. The Committee's goal this year is the active participation in some form of youth work by every lodge and State Association. The Committee strongly urges the establishment of lodge and Association Youth Activities Committees, where they do not now exist.

To assist these groups, the Committee has distributed a pamphlet outlining many types of youth programs which have proved successful in operation by lodges throughout the country. The Committee stresses the importance of gearing programs to the needs of the community.

Other important functions of these Committees will be to cooperate in sponsorship of the National Youth Leadership Contest and in promoting Elks National Youth Day.

YOUTH ACTIVITIES AWARDS

The Committee announced the following awards to be made to lodges and State Associations:

1. To the lodge with the best youth program in the Order.
2. To the lodge with the best youth program in each state; a similar award to a lodge located in the U. S. possessions.
3. To each lodge engaging in youth work during the year.
4. To the Association cooperating best with the Grand Lodge Youth Program.

To be eligible for these awards, lodges must submit to the Grand Lodge Youth Activities Committee complete reports of their year's programs by May 15, 1952.

YOUTH LEADERSHIP CONTEST

Rules for the Second Annual Elks National Youth Leadership Contest, which is in no way a scholarship contest; applicants will be judged on four criteria, each with an assigned point value, out of a total of 100, as follows:

1. Leadership: Initiative, organizational ability and influence on others...40
2. Citizenship appreciation: Interest and concern about our cherished privileges of citizenship under constitutional government, and participation in community and Americanization programs.....20
3. Perseverance and resourcefulness: As exemplified by record in school, church, community, etc., especially in overcoming difficulties.....20
4. Sense of honor: Integrity, honesty, sportsmanship, general character and reputation.....20

Each lodge is requested to select a boy and a girl as the outstanding youth leaders in its community, based on the above rating, and forward their applications to the State Association by April 1. State Associations are requested to select a boy and girl as the outstanding youth leaders in the state and forward their applications to the Grand Lodge Youth Activities Committee by May 1 for consideration in the national contest.

Six awards, with identical prizes to

boys and girls, will be made totalling \$6,700 in U. S. Savings Bonds, nearly double the amount offered last year:

	Boys	Girls
First Prize	\$400 Bond	\$400 Bond
Second Prize	\$300 Bond	\$300 Bond
Third Prize	\$200 Bond	\$200 Bond

In addition, the Committee will make available to each State Association a \$100 Bond to be awarded by the Association to the applicant selected by it as the outstanding youth leader in its state; a \$100 Bond will be awarded to the outstanding youth leader from the U. S. possessions.

Funds for all of the above awards were provided by a grant by the Elks National Foundation Board of Trustees, as a contribution to the Order's youth development program. These prizes will be known as the Elks National Foundation Youth Leadership Awards.

The Committee hopes and suggests that each State Association and every lodge will provide prizes to attract and encourage youngsters to participate in this contest. The Committee requests, however, that no prize be offered greater than a \$100 U. S. Savings Bond.

The national prizes will be announced at the Grand Lodge Convention.

ELKS NATIONAL YOUTH DAY

May 1, 1952, has been selected by the Committee as Elks National Youth Day, and will be so proclaimed by Grand Exalted Ruler Davis. Youth Day is planned as a climax to the Order's year of activities on behalf of the youth of America.

Choice of May Day was made deliberately by the Committee as a direct challenge to the Communists and their fellow travelers who seize upon this date to promote their subversive propaganda.

The Committee urges every lodge to take this opportunity to organize and conduct a well-planned program in honor of the youth of its community.

Elks National Youth Day would be the most appropriate occasion for the award of local Youth Leadership prizes.

Members of the Grand Lodge Youth Activities Committee are Edward A. Spry, Boston, Chairman; A. F. Bray, San Francisco; Jay H. Payne, Ann Arbor, Mich.; Robert L. DeHority, Elwood, Ind., and Russell L. Binder, Hackensack, N. J.

News of the Lodges

Lewiston, Ida., Elks' "Whing Ding" a Humdinger

Golfing is important to the Elks of Lewiston Lodge No. 896, and their annual "Whing Ding" is easily the most important affair of the season. Started in 1944, the "Whing Ding" is a golf tourna-

ment played at the local golf and country club, owned by No. 896, where a beautiful and tricky course lured 200 players for this year's three-day elimination contest. Foursomes teed-off at eight-minute intervals and spotters were posted where the balls might go out of bounds.

The third day the Sole Survivor Playoff took place, with the club manager, William P. Leuschel, nosing out a competent competitor with two under par.

The ladies get in on this too, with their events taking place at a nine-hole course. Mrs. Veva Butler took the contest after a playoff with Mrs. Virginia Hendrickson.



Great Falls, Mont., Lodge officers and the class they initiated on D.D. Joseph Mang's visit.



At South Bend, Ind., Lodge to plan the 32nd Annual Elks National Bowling Assn. Tournament are Committee Chairman with E.R. Albert L. Flack, Jr., and Natl. Assn. Secy. Edgar N. Quinn.

Newark, N. J., Lodge Secretary Receives Tribute from 1200

Edward A. Reilly, Secy. of Newark Lodge No. 21 for 35 years, was honored at a testimonial dinner attended by 1,200 guests, among them many dignitaries of the Order.

E.R. Daniel V. Crosta was Toastmaster of the affair for which James J. Brady was Chairman. Speakers included Past Grand Exalted Ruler James R. Nicholson, Grand Treas. William J. Jernick, State Pres. Joseph P. O'Toole, and many civic officials led by Mayor Ralph A. Villani, Past Pres. Nicholas Albano delivered the Eleven O'Clock Toast.

Honolulu, T. H., Elks Hosts to Tripler Army Hospital Patients

Wounded servicemen, patients of Tripler Army Hospital, are regular guests of Honolulu Lodge No. 616. Each week, a different group of men, accompanied by Red Cross workers, is invited to the handsome lodge home for a full day of recreation. They enjoy to the hilt the many facilities offered by the lodge, particularly the beach, and dig in happily to the sumptuous steak dinner their hosts provide for them in the cool and spacious lodge dining room.

Leadville, Colo., Elks Hold Unique Underground Ceremony

Leadville Lodge No. 236 made history when E.R. Charles R. Casey and his officers initiated two men in the Leadville Drainage Tunnel, made available through John H. East, Jr., regional director of the U.S. Bureau of Mines. A group of 120 Elks, all wearing the miner's garb, witnessed the ceremony in the huge passage through which millions of tons of lead, zinc and manganese ore will be liberated for the Nation's defense.

The two candidates, Harry Greshuk, project manager of the tunnel for the Utah Construction Co., and Gerard Fairchild, resident geologist of the American Smelting and Refining Co., became Elks at a point approximately 10,000 feet above sea level, almost 10,000 feet in from the tunnel portal and somewhat more than 500 feet beneath the earth's surface.



The Kentucky Elks Assn. presents its fifth mobile X-ray unit to the State. In the past decade, the Assn. has spent over \$100,000 for these units, plus financing the care and maintenance of many hospital patients. The group includes State Association officers headed by Pres. R. B. Pergrem, several Past Presidents, Grand Lodge Credentials Committeeman James P. Ratcliffe, Past Grand Est. Leading Knight Arnold Westermann and D.D.'s Joe D. Biancke and Charles H. Smith.



Veteran patients from Tripler Army Hospital enjoy a game of cards at one of the weekly open house programs when they are entertained by members of Honolulu, T. H. Lodge on the grounds of the lodge home.



A \$5,000 check, the gift of the Junction City, Kans., Elks, is handed over to a local flood relief project for relocation of homes from a flood-ravaged section of the city to a flood-free housing development.



Waterbury, Conn., Lodge honors William J. Pape, publisher of the Republican-American, Inc., with the presentation of a gold plaque commemorating his 50-year membership as his associates look on.



Elk Dr. L. Eugene Daily, Pres. of the Chenango Memorial Hospital Board of Directors, Mrs. Mabel Burdick, Supt., and E.R. L. B. Coe when Mr. Coe presented Norwich, N. Y., Lodge's \$1,000 check to the hospital.



Dignitaries at the dinner when over 1200 honored Edward A. Reilly on his 35th Anniversary as Secretary of Newark, N. J. Lodge, were left to right: Exalted Ruler Daniel V. Crosta, Toastmaster, Chairman James J. Brady, Past Grand Exalted Ruler James R. Nicholson, State Pres. Joseph B. O'Toole, Grand Treasurer William J. Jernick, and the guest of honor.



Attending Bedford, Indiana, Lodge's Charter Member Night were: Life Charter Member W. E. Clark, P.E.R.; Exalted Ruler James H. Duncan; Life Charter Member F. W. Hackleman; Trustee James J. Alesia; M. J. Morgan, Est. Lead. Knight R. S. Miller and P.E.R. G. R. Henderson, Trustee. A third Charter Member, Gustave Stieglitz, was not present.



Leadville, Colo., Lodge officers with the men they initiated in an underground ceremony. Rear, left to right: Lead. Knight A. B. Edwards, initiate Fairchild, E.R. C. R. Casey, initiate Greshuk, Secy. S. J. Hopko. Foreground: Esq. W. P. Reagan, Inner Guard T. E. Irwin, Chaplain Buck Glenn, Lect. Knight J. S. Temple and Loyal Knight G. A. Conklin.



Pictured on Auburn, New York, Lodge's Annual Football Night when local public high school and Holy Family High School teams were guests were, left to right: former All-American Pat Filley, Cornell coach; Exalted Ruler Edward J. Jennings; former All-American Edward Tryon, Hobart coach, and Toastmaster Philip J. Conboy, Esteemed Leading Knight.

A Message



from the Grand Exalted Ruler

WE HAVE JUST wrapped up another year and consigned it to the archives of the past. It is our hope that its pages contain records from which you can take great satisfaction, and that its memories will pleasantly haunt you in days to come.

Sometimes we forsake the past gladly, sometimes with reluctance. But part with it we must. And we should not let yesterday's shadows darken our tomorrows, nor permit its pleasant recollections to blind us to the fact that new duties, new obligations challenge us in the days that lie ahead.

We hope the year just ended has been a pleasant one for you. We hope as you review it you will find much of satisfaction, little to regret. Nothing can be done to change it now. We must realize that.

*The Moving Finger writes; and, having writ,
Moves on: nor all your Piety nor Wit
Shall lure it back to cancel half a Line,
Nor all your Tears wash out a Word of it.*

Another year is about to open its pages—a year of opportunity as wide as the horizons which encompass you. Its challenge comes to all of us, and may it find in our million or more Elks an army of American gentlemen ready to meet the issues, to face the problems of the coming twelve months and to do their best to master them.

Let us determine to be better American citizens, to be more companionable neighbors, friendlier friends and more active Elks.

Our government has called in this period of national emergency, and as a patriotic fraternal organization we have answered the call. We must not forget our promise of A MILLION PINTS OF BLOOD FROM A MILLION ELKS by next July. This is a big undertaking, but Elks are used to tasks of that size; and with the help of every one of our more than a million members we shall make good on that commitment.

The administrative year is drawing to a close in our 1,600 lodges. But the last quarter of that period, usually the busiest three-month period in the Elk year, still remains. Help your Exalted Ruler and your officers and committees make this remaining time one of profit to your lodge and your community. Help your Secretary and those named to assist him get paid-up cards in the hands of those of your Brothers delinquent in dues payments. Get that friend of yours to join our Order, so that he can enjoy with you its many benefits.

You want your lodge to establish a reputation this year of which you can boast. Every Exalted Ruler covets a record of which he can be proud. Now is the time to begin putting a glorious finish to your lodge year. Make it your top drawer contribution in the new calendar year just begun. This we shall do willingly, gladly, if we but remember that—

We Serve Our Order Today for a Better America Tomorrow!

Howard R. Davis

HOWARD R. DAVIS.
GRAND EXALTED RULER



A group of patients from the Veterans Administration Hospital in Memphis are taken on a boat ride by some Tennessee Elks and hostesses.



Camp Roberts veterans use the leather-working tools provided by San Luis Obispo, Calif., Elks. Standing: E.R. T. R. DeStael, center; Est. Lead. Knight Richard Gragg, right.



Above: At the Chelsea Naval Hospital during one of the many shows put on by the Massachusetts Elks. This particular event was handled by Haverhill Lodge, with the Haverhill Emblem Club ladies distributing cigarettes. Standing are E.R. Milton M. Cotter and other officers of the host lodge.

Right: As the sign in the aisle of the hospital auditorium reveals, these veterans are being entertained at one of the regular programs sponsored by the Oregon State Elks Association.



Here are the veterans from the Bath VA Hospital who saw the 1951 Cornell-Syracuse football game as guests of Ithaca, N. Y., Lodge.

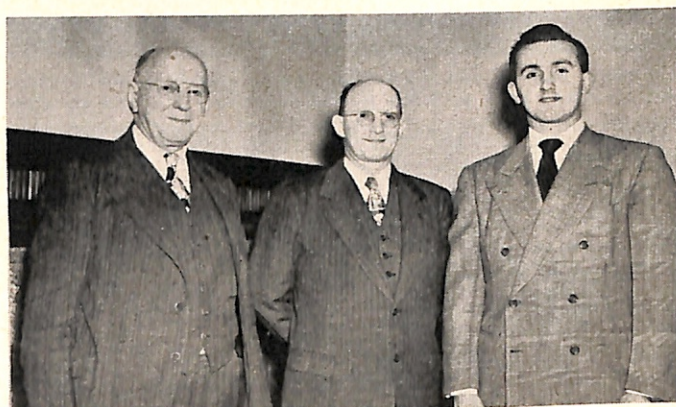
ELKS NATIONAL SERVICE COMMISSION ACTIVITIES

ELK FAMILY ALBUM

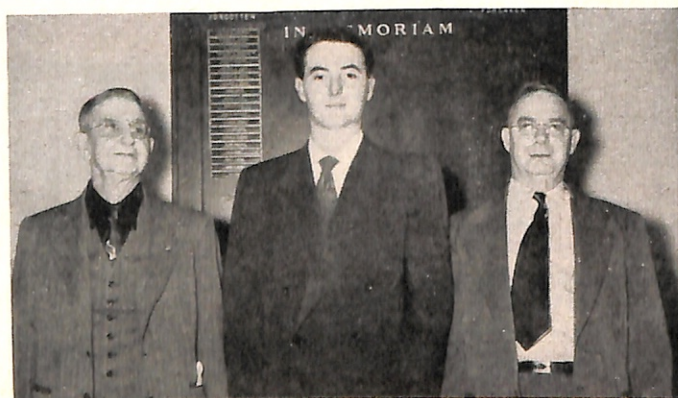
Here is further evidence of the solidarity of Elkdom in the companionship of fathers, sons and brothers who have joined forces under the banner of this great American Fraternity.



Towson, Md., Lodge's contribution is the Ricketts Family. Left to right are P.E.R. and Past Tri-State Assn. Pres. R. Herbert Ricketts, Sr.; his father, William H. Ricketts, and his son, R. Herbert Ricketts, Jr.



Frank J. Schimpf, left, 34-year member, with one of his two Elk sons, Paul F., Sr., center, and one of his two Elk grandsons, Paul F., Jr., right, all of Lima, Ohio, Lodge. Six more grandsons are potential members.



The Farrington Family of Toledo, Ore., Lodge is composed of grandfather, grandson, Merle, center, and father Harold, a Charter member who has served on the Club Committee since the lodge owned its own home.



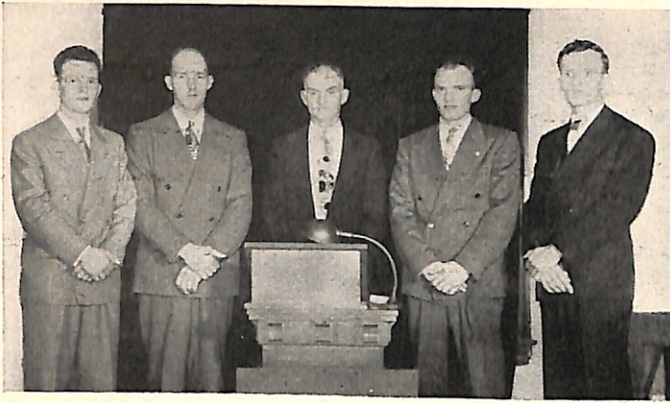
The first three-generation combination of Bennington, Vt., Lodge is the Foster trio. Left to right: Sgt. John H. Foster, Jr., U. S. Air Force, his grandfather, Robert, and his father, Est. Loyal Knight John Foster.



P.E.R. Francis W. Reich, whose late father was a member of the Order, pictured with the three sons whom he initiated into Boulder, Colo., Lodge. Left to right: James, P.E.R. Reich, Charles and James' twin, John.



This is the outstanding Loucks Family, all members of Puyallup, Wash., Lodge. Left to right: Loren, George, Gordon, Woodrow, Lyle, Francis, and William, and their father, Melvin H. Loucks, center background.



The five-man Lakeview, Ore., Lodge family group is composed of Harry Cooper and his four sons, who were all initiated at the same ceremony. Left to right are Harold, Robert, their father, Joseph and Edgar.



Here are the five members of the Kiss family who are now Brother Elks in Lakewood, Ohio, Lodge. Left to right, they are Louis, Coleman, Frank, who is an officer of Lakewood Lodge, Albert B. and Joseph M. Kiss.



These men represent part of the five pairs of father-son Modesto, Calif. Elk combines—the father of one and son of another are missing. They are two Hogopians, Willeys and Floyds, one Gallion and one Ground.



Bessemer, Mich., Lodge officers stand behind three pairs of Elk fathers and sons. Left to right: Conrad and Ralph C. Olson, P.E.R.; Donald and Rudolph Honz, Est. Lect. Knight; Julius and Conrad P. Velin, P.E.R.



Dr. Joseph Scola, right, E.R. of Worcester, Mass., Lodge, with five of the 60 candidates he initiated recently. They are his brothers, left to right: Robert N., John E., William, Jere A. P. and Franklin Scola.



Roswell, N. M., officers pictured standing with five new candidates and P.D.D. Robert Boney. Seated are Elk fathers and sons, left to right: Hank L. Woods and son, Joseph; Homer Gene Glover and his father, Homer.



Lehigh, Pa., Lodge is proud of this group of outstanding members, Peter Merluzzi and his sons. Reading left to right they are sons Gordon, Frederick and Franklin, their father, and sons Richard and Carl.



Two P.E.R.'s of Arlington, Mass., Lodge and their sons who were initiated when Jacob Katz, center, was E.R. At left are George Ryan and his son, John; right are Donald Allison and his father, John.

LODGE NOTES

CALUMET, MICH., Lodge honored its Old Timers at a banquet recently when D.D. A. J. Wickley was on hand. There were two 50-year Elks present, Fred K. Guck and Nicholas Kaiser, and 20 others of over 25 years' affiliation. All received gold membership pins . . .

RICHMOND, IND., Lodge held a special meeting recently when a smorgasbord dinner attracted 400 members. TV entertainers from Cincinnati furnished music . . .

KANKAKEE, ILL., Lodge welcomed a host of dignitaries to its home not long ago, when Willis G. Maltby, Jr., son of Past State Pres. Maltby, was initiated in the presence of his father, Past Grand Exalted Ruler Floyd E. Thompson, Grand Lodge Ritualistic Committeeman Geo. F. Thornton, State Pres. William S. Wolf and State Treas. Ray Hinch . . .

OPELOUSAS, LA., Lodge entertained the men at the VA Hospital in Alexandria at a very pleasant musical recently. Many Elks and their ladies were on hand, as were State Assn. Secy. E. F. Heller and E.R. S. C. Spengler of Alexandria . . .

The Elks of **BRONX, N. Y.,** Lodge have lost one of their most valued members, Honorary Life Member Nicholas A. Del Balso, who passed away recently. An Elk for over 25 years, Mr. Del Balso gave freely of his time and talents to raising funds for charity . . .

BRUNSWICK, GA., Lodge is extremely proud of Capt. George E. Petro, U.S. Marine Corps hero, who is a member of the lodge. Capt. Petro received the Navy Cross from General C. B. Cates, Commandant of the Marine Corps at special ceremonies in Washington, D. C. The Captain was decorated for his heroism in organizing the defense of his regiment's convoy, personally rescuing a wounded Marine, leading a patrol to rescue two other wounded comrades, and personally capturing a prisoner during the breakout from the Chosin Reservoir . . .

NORWICH, N. Y., Lodge reports that when D.D. Everett M. Odell made his official visit there, its officers initiated a class of ten . . . Before we run out of space we wish to apologize for an error in our November issue. We miscaptioned the **EVERETT, WASH.,** Elks National Foundation Scholarship presentation photo by getting our States mixed, calling it Everett, Mass.

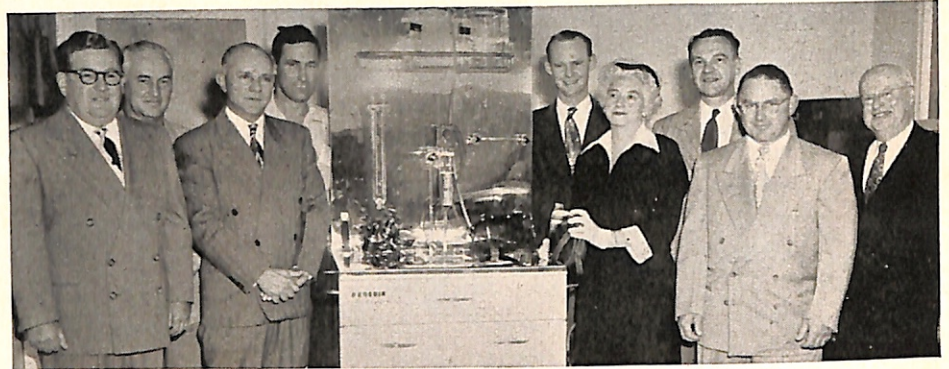
Cedar City, Utah, Elks Pay Tribute to the Ladies

Wives and mothers of Iron County servicemen were the honored guests of Cedar City Lodge No. 1556 at a banquet and entertainment program. As each lady entered the ballroom she received a lovely corsage, and found a tiny American Flag at her plate.

E.R. Warren Bulloch welcomed the guests and Mrs. Harold Adams, Pres. of

the Ladies of the Elks, presided. A feature of the program was a singing contest, and preliminary dinner music was provided by Prof. R. L. Halversen and his Singing Strings.

This event evoked considerable complimentary editorial comment in the Cedar City newspapers. It was the second affair of its kind; last year the Elks held a dinner for local servicemen when the National Guard was federalized.



Santa Rosa, Calif., Lodge donates a Blood Irradiating Machine to the County Blood Bank. Left to right: Elks Bert Hindman, Secy. D. T. O'Rourke, J. R. Payne and L. F. Michaels; Dr. O. F. Thomas, Bank Pres. Mrs. Leonard Talbot, E.R. J. C. Cleek, Elk Bernard McClain, P.D.D. Earl J. Williams.



Lyndhurst, N. J., Lodge gives a banquet for the members of the Pee wee and Junior Baseball Leagues, both of which Lyndhurst Lodge has been sponsoring as part of its Youth Activities program.



Kalamazoo, Mich., Lodge officers and the men they initiated in honor of 55-year Elk Harry A. Krumm, center, who served as Chaplain of the Ritualistic Team when it was the State Champion.



At the dedication of Winslow, Ariz., Lodge's \$20,000 lodge room were Past Grand Exalted Ruler L. A. Lewis, who officiated, E.R. Jos. Weidinger, his officers and the 38 men they initiated.



Listening to Past Grand Exalted Ruler Emmett T. Anderson's stirring address at the institution of Kellogg, Ida., Lodge, left to right: Grand Lodge Judiciary Committeeman W. S. Hawkins, D.D. Loris A. Winn, E.R. Doy McKinley of the new lodge, Wallace E.R. W. J. Frank, Jr., and Grand Lodge State Assns. Committeeman E. J. Alexander.



E.R. Wm. B. MacDonald, Jr., left, accepts congratulations and a plaque from TV star, Danny O'Neil, on the 75th Anniversary of Chicago, Ill., Lodge, No. 4, which was commemorated on the O'Neil program. The entertainer was so impressed with the spirit of Elksdom that he immediately signed a membership application.

Below: Here are the Santa Barbara Elks who make up the Championship Three-Cushion Billiard Team of California. Left to right, they are Vito Plescia, Frank W. Reis, Ivan Nordlund and Kenneth W. Schubert.



Above: Ralph Smith, second from right, receives a scroll for his outstanding work as Chairman of San Diego, Calif., Lodge's Youth Activities Committee which sponsors 2,500 boys. Left to right: D.D. J. Ward Casey, Est. Lect. Knight E. W. Beale, Mr. Smith, E.R. F. K. Bernardini.



When Gary, Ind., Lodge honored about 70 Old Timers, Past State Pres. Clyde Hunter, 48-year Elk, and 49-year member H. B. Rine, center, compared membership cards. Looking on are 41-year Elk Walter McNally, D.D. D. W. Hynes, E.R. A. D. Torie and 44-year Elk P.E.R. F. J. McMichael.

Diamond Jubilee Celebrated by Chicago, Ill., Lodge

The members of Chicago Lodge No. 4 celebrated its 75th Anniversary with a three-day observance over a recent weekend. The first evening featured a television program on which the lodge's outstanding work was highlighted by Danny O'Neil, star of the show, who introduced E.R. William B. MacDonald and other prominent Elks. Immediately after the show, the entire cast adjourned to the lodge's new home for Open House. The following evening found the building crowded with Elks and their ladies for a dinner-dance, and on the last day another Open House was held for members of all 16 lodges in the Ill. N.E. Dist.

Chicago's City Council took cognizance of the lodge's birthday and passed a special resolution commending the membership on its achievements.

Louisiana Elks Assn. Aids Southern Eye Bank

The La. Elks Assn. has contributed \$5,000 to the Southern Eye Bank project, and has taken over the financing of this important program. Charles E. Fenner, Pres. of the Bank's Board of Trustees,

said the money will finance the program for about a year. Before the Elks took over, he reported, the bank faced a fund shortage and could not develop research projects.

The bank serves as a clearing house between persons who wish to donate eyes and persons who require them.

The check was presented by Past Pres. Willis C. McDonald, who is one of the six Elks on the bank's Board of Trustees; others are I. J. Schwartzberg, Roy Yerby, Leon Page, Sol J. Blum and Assn. Pres. Miles J. Byrne.

About 32 officers of the Assn. and representatives of the State's 12 lodges met in Opelousas for a Fall Meeting, when the sponsorship of the Eye Bank and the

ILL. ELKS BILLIARD CONTEST

The Ill. State Elks Billiard Tournament will take place Feb. 2nd and 3rd, in Champaign. Entry fee is \$5, and play is to be limited to 24 men. Register early with Dean Garland, B. P. O. Elks Lodge No. 398, Champaign, Ill.

furnishing of blood for the Armed Forces were the main topics under discussion.

Kellogg, Ida., Lodge Instituted

Idaho's newest lodge, Kellogg No. 1841, came into being at impressive ceremonies conducted by D.D. Loris Winn, when the officers of Wallace Lodge, which sponsored No. 1841, initiated a class of 230 and dimitted 220 from its rolls, to bring the membership of the new lodge to well over 400.

Nearly 1,000 Elks attended the ceremonies, including Past Grand Exalted Ruler Emmett T. Anderson, the principal speaker, and Edwin J. Alexander of the Grand Lodge State Assns. Committee, who were introduced by William S. Hawkins of the Grand Lodge Committee on Judiciary. State Pres. E. G. Yates also addressed the gathering.

The institution, installation and initiation were followed by a reception in the inviting new home of Kellogg Lodge which was officially opened that afternoon with a social and buffet luncheon.

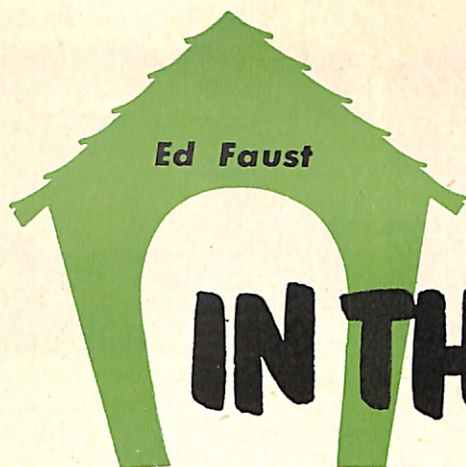
Medford, Mass., Lodge Mourns Its Secy., John J. Ward

Massachusetts Elksdom, in particular the members of his own lodge, Medford No. 915, were shocked and saddened to learn of the sudden death of John J. Ward on Dec. 3rd. A retired City Treasurer, and Secretary of his lodge for 37 years, Mr. Ward was 74 years old at the time of his passing which occurred in a Flushing, N. Y., hospital. An inveterate traveler and ardent sports fan, Mr. Ward had suffered a coronary attack while returning from the Army-Navy football game in Philadelphia, and was taken to the hospital from the plane.

An authority on the famous Oberammergau Passion Play in the Bavarian Alps, Mr. Ward had seen the drama no less than 50 times and gave frequent lectures on the drama in this country. He was a close personal friend of the play's principal actors, the renowned Anton Lang family.



Charlottesville, Va., Lodge officials with the 28 men they initiated in honor of their distinguished member, Gov. John S. Battle, seated fourth from left with State Pres. Charles D. Fox, Jr., on his right.



Ed Faust

If Fido or Spot won't do, here are some suggestions for naming your pup.

IN THE DOGHOUSE

YOU'D THINK naming a dog would be simple, yet it's not at all unusual to find in my mail a request that I suggest a suitable name for a new pet. When I get such a letter I know the writer is a person who takes the business of dog ownership a bit more seriously than does the average, and when you consider that, given reasonable care, a dog is likely to remain a member of the family for ten or twelve or more years, giving him a name is no small matter. In fact, this frequently becomes a family affair with everyone casting a vote—sometimes even stuffing the ballot box.

In a world that seems overrun with Towsters, Fidos, Gingers or Spots, an original name is a pleasing novelty. Of course, your dog doesn't care a cuss what you call him, but he'll learn his name more quickly and respond to it more readily if you keep it short. Admittedly, it's not too important *what* you call your dog, but it is important that, once you've taught your dog its name, you never change it; this only confuses the dog.

Once the dog learns its name it should be drilled to respond to it instantly—first, on the score of obedience; second, on the score of its safety: there are many situations where prompt response may mean the dog's very life. I recall a time in the Catskill Mountains while walking through the woods with a young wire-haired terrier, when I heard the buzz of a rattler and saw in our path the upraised, wicked-looking head of a very war-like snake. My dog, being young and brash—as well as inexperienced—would have charged in to romp with this new, queer playmate. Fortunately, he had been disciplined to come to my side instantly when called. That saved him—then. It seems odd that, some months later, back on our home grounds, he made the mistake of sitting on a copperhead and died in a convulsion less than ten minutes later.

Not only should the dog's name be short, but if it contains one of the sibilants—S, Z, Sh or Zh—the name will have greater penetrating power. The dog's ears quickly react to any word that has a sibilant in it.

Close observation of your dog will frequently help in selecting his name. Cer-

tain mannerisms, little traits of personality that the dog displays, will almost naturally suggest a name. If it's a pedigree pup, it will often have a kennel name in back of it which is a considerable assist. One of the first Welsh terriers I owned answered to the name of Imp. As a pup, his conduct made the name a natural for him. Bred by the Ireton Kennels, his official kennel name was Imp of Ireton. True, his title lacked any suggestion of a sibilant, but he'd drop anything to answer to the call of "Imp". Endowed with a lively curiosity, as are most terriers, he couldn't resist the appeal of this name. Sometimes it meant the gift of a tidbit or an unexpected outing. At any rate, he took no chances and was as prompt as a rent-collector when called.

IF YOURS happens to be a kennel-bred pup, a little research into the history of the breed may furnish an idea or two for its name. The country of the breed's origin may supply a suggestion in place names peculiar to that country. Your geography or encyclopedia will help, for in these books you'll find scores of name suggestions. Is yours a Pekingese or a

Japanese spaniel? Then how about Shan, Shinto or Shogun? These are Oriental and decidedly suitable for these breeds. If you have one of the Irish dogs, you can really go to town with a choice of names. Generous as always, Ireland comes up with more suitable names for its dogs than you could exhaust if you had an army of purps.

If you decide that you'll use a name with a sibilant and are still in a quandary, you have our old friend Webster to help you. Under the letter S there are over 50 words that could be used as names for dogs. Here are a few: for a white dog, Snowball or Silver; for the black-coated fellow, Sable. For the bouncy, extra-lively pooch, how about Stormy, Skurry or Skerry? To name a quiet dog Static would certainly be fitting. And here are a few others under S—Squaw, Stilts, Swig, Splash, Sputter, Sutra and Soupçon (tops for a French dog).

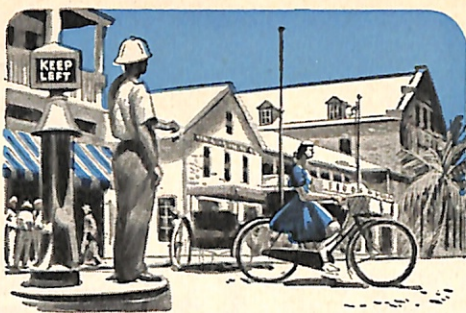
Some people have found good dog names in their favorite sports or pastimes. I once owned a terrier bred by a poker-playing enthusiast who named the dog Penny Ante and despite the absence of

(Continued on page 41)

Photo by Ylla.



This English bulldog pup and his friend would need entirely different names.



For ELKS who TRAVEL

Winter means skiing, and Canada provides the snow and ski-lifts.

BY HORACE SUTTON

KENOSHA, WIS., No. 750, B.P.O. Elks

30 rooms. One of Wisconsin's handsomest Elks club buildings.

For Elks, but recommended guests welcomed.

Single rooms and double; twin beds in the latter. Splendid accommodations at reasonable rates.



WENATCHEE, WASH., No. 1186

One of Washington's better stopping off places.

26 rooms, some with bath.

Noon meals for Elks and their guests; light lunches available throughout day and evening in men's clubroom for members only.

Reasonable rates.

FT. WORTH, TEX., LODGE, No. 124, WELCOMES YOU

One of Elksdom's most outstanding lodge buildings.

Here are 45 comfortably-furnished rooms for Elks and non-Elks. Both men and women welcomed.

Single rooms range from \$2.25 to \$3.50; double rooms from \$4.00 to \$6.00. All rooms with private baths.

No meals served but a good eating place faces the clubhouse, where there's an excellent cuisine.

Elks receive first consideration for reservations.



THE ANNUAL frost wave pleases, among other people, coal dealers, oil salesmen, furriers and those who turn a profit out of making hot chocolates in soda fountains. It also brings no tears to the eyes of the vast regiment of Canadians who turn their land, virtually coast to coast, into a mammoth playground for the pursuit of the winter sport.

Hills equipped with devices for hauling skiers up them and inns equipped for warming, feeding, entertaining and lodging the winter sportsmen are strung out from the Province of Quebec to Vancouver Island. Snow vacations are available in Canada for any American in the northern half of the U.S.A. who chooses to bolt out of hibernation before the spring thaw. All he need do is head north.

For the Easterner there is the vast ski park of the Laurentians beginning at Shawbridge, forty miles north of Montreal, and stretching for at least fifty miles up to Mont Tremblant. One of the world's oldest geological formations, the Laurentians have lately been put to new use. Its hills range from 700 feet to 3,150 feet and there is hardly one of them that isn't put to use once the snow is on the ground. The flat lands, meanwhile, are used for ski-joring, sleigh riding; the lakelands for ice boating and skating.

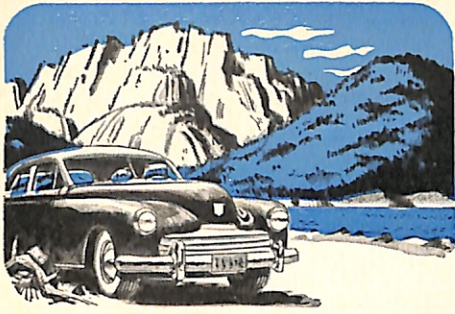
At Jasper-in-Quebec the Laurentians boast the longest T-bar lift in Canada. It begins seventy-five feet from the lodge and rises for a distance of 4,000 feet. Jasper has a main lodge and a cluster of

chalets, but no matter where you stay you are guaranteed a radio in your room and an inter-com which connects you with the front desk or room service. Just lie in bed, push down the key and shout for breakfast. Minimum daily rates are \$8 per person and the cuisine is very French.

The Cardy interests, which once operated the largest Canadian hotel chain, have bought the Alpine Inn at Ste. Marguerite and the Ste. Adèle Lodge at Ste. Adèle, both in the heart of the Laurentians. To my mind, Alpine has one of the handsomest interiors of any inn in the local mountains. It has in fact the sturdy, permanent-appearing appointments of a big city hotel with lodge-like overtones. A motif of Scandinavian stencilling, a rather gay indulgence, appears through the building, and great picture windows look out on the snowy scenes outside.

Ste. Adèle Lodge sits on the higher half of a village divided into *en haut* and *en bas* by a mammoth hill. The rates at Alpine begin at about \$8 per person per day with meals, and the minimum at Ste. Adèle is slightly less.

From the East, Trans-Canada Airlines flies four-motored North Stars New York to Montreal in a matter of an hour and forty-five minutes. Colonial Airlines, the American carrier, flies DC-3s in slightly more than two hours. Wheeler Airlines, which is operated by the Lac Ouimet Club at St. Jovite, flies connecting service right into the Laurentians from Montreal's Dorval Airport in about half an hour. There is also bus service by Provincial Transport from the new bus sta-



tion in Montreal, behind the new Laurentien Hotel. It takes an average of two hours to most of the Laurentian resorts. The busses use Highway 11 and 11A which is either scraped clear or packed and sanded, depending upon the snowfall. In any event it is kept open all winter. Ski trains of the Canadian railroads operate over the week-ends.

DOG TEAM RACES

Ottawa, Canada's capital, is the center for skiing the Gatineau Hills north of the city. In January, however, Ottawa offers one of the quaintest, oddest winter spectator sports on the books. By mid-winter the Rideau Canal which snakes through town is frozen over and filled with snow, making a perfect track for dog team races. Polar dogs come from all over—malamouts, Siberians, huskies and samoyedes. Thousands of people gather along the banks of the canal to watch the races in spite of a blizzard or a temperature of 26 below.

For skiing, however, the Gatineau Hills offer a seventy-mile network of trails. The selection of inns is not as varied as in the Laurentians, but on the other hand the rates at places like the Mountain Lodge at Kingsmere or the Chateau Diotte at Wakefield run as low as \$32 per person per week.

Another ski center not to be overlooked in Quebec (the jumpoff point for Gatineau is Ottawa but the hills are in Quebec) is Lac Beauport, a dozen miles outside Quebec City. Most of the skiing is done on Mont Castin where a good January is liable to bring an average snowfall of nearly thirty inches.

Although Quebec seems to get much of the publicity no province seems more enthusiastic about skiing than Ontario. The season of the slats begins in December and lasts through the middle of March. Toronto's Ski Club, largest in the world, counts some 7,000 members on its rolls. Out of towners can join for a nominal cost and take advantage of the club's thousand-acre skiing park on the grounds of the Summit Golf Club twelve miles from the city. If you don't get enough skiing by day, the hills are floodlighted by night.

Huntsville, 140 miles north of Toronto, offers a selection of more than thirty hotels, inns and lodges for the winter season. Minimum rates average between \$4 and \$6 a day, from \$28 to \$38 a week and up. One of the most famous lodges is Limberlost, named after Gene Stratton-



Porter's "Girl of the Limberlost." It can put up about 200 people in pleasantly rustic, wood-panelled surroundings, charges \$5.50 a day and up for room and board and has a ski tow.

There is little skiing across the pool tables of the Canadian prairies, but the downhill sport comes alive again in the Rockies of Western Alberta. Here the snow piles up to 20 feet deep, you need seal skins for climbing and the runs are best in March and April.

The Banff Springs Hotel of the Canadian Pacific is closed during the winter but skiers put up at the 64-room Cascade, the 115-room Mt. Royal or the 59-room King Edward. Mt. Norquay, five miles from Banff, equipped with an electric chair lift 3,240 feet long, has a two-mile downhill course with a drop of 2,000 feet. The full length is recommended only for those real handy with the slats. Beginners, on the other hand, can travel up the ski lift to take lessons on the practice slopes at the 6,000-foot level. A lodge at the foot of those slopes has meals and a ski shop.

Another ski center, with the happy cognomen of Sunshine Valley, has sprung up sixteen miles from Banff. The sixteen miles can be negotiated by bus or by a mode of conveyance known as Sunshine Suzie, a six-wheeled snowmobile. Rooms and meals are available at Sunshine Lodge, cross-country skiing is unparalleled and the season lasts from December to May.

3,200-FOOT SKI LIFT

The Far West skier can find white-blanketed hills within sight of the bustling metropolis of Vancouver, British Columbia. Winter sportsmen can stay in Vancouver hotels or motor courts and travel the eight miles to Mount Seymour, nearly 5,000 feet high. Grouse Mountain, which looks down on Stanley Park, is sprinkled with overnight cabins and has a pair of double chair lifts. Nearby Hollyburn Ridge has a 3,200-foot aerial lift to take you to the top of the runs.

About as far west as a skier can ski in Canada is Vancouver Island, which fits into the niche in the northwest corner of the U.S. and stretches up the coast of British Columbia. Islanders and intrepid visitors journey up to Courtenay to try the runs on Forbidden Plateau. The name is foreboding, the runs exciting and the rates at Forbidden Plateau Lodge will set you back \$6.50 per person each winter's day.



Omaha, Nebraska, No. 39

COMFORT and CONVENIENCE mark our seven-story Elks clubhouse hotel. One of the handsome buildings in Omaha. Downtown location convenient to business and amusements. Fireproof. Well-appointed rooms with private baths. Two dining rooms—grill and coffee shop. Gymnasium. Ample recreational opportunities.

	Single from	Double from
Rooms without bath	\$2.50	\$ 3.50
Rooms with bath	\$3.00	\$ 4.50
Parlor Suites	\$9.00	\$12.00



When in CANAL ZONE

Visit beautiful Cristobal Lodge No. 1542, at Brazos Heights. Ultra new building, finest accommodations only a cool ten minute drive from the pier. Excellent restaurant and bar service with good food, generous menu and tip-top drinks.

24 well-equipped rooms, many with baths.

Good food in our handsome Rainbow Lounge prepared by our own chef noted for excellent cuisine.

SCRANTON, Pa., No. 123

A few accommodations available. Advance notice appreciated.

Lakeland, Fla., No. 1291

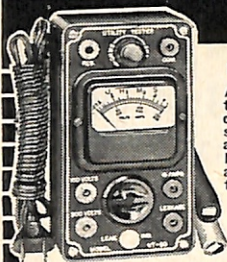
Located in Lakeland's downtown district, two blocks from R. R. Station. 22 comfortable rooms. Excellent service. Good food, well served. One of Lakeland's better eating places.

Reasonable Prices.

More than just a stopping-off place—a comfortable residence with a club atmosphere. a place to meet friendly Brother Elks.



REPAIR ALL ELECTRICAL APPLIANCES and UTILITIES



UTILITY TESTER

A precise instrument for testing ALL electrical circuits and appliances, such as Ranges, Refrigerators, Ironers, Washing Machines, Toasters, etc., and motors from fractional to 2 H.P.

\$13.90 with all instructions

- Measures A.C. and D.C. voltages, A.C. and D.C. current, resistances, etc.
- Measures current consumption while appliance under test is in operation.
- Locates breaks—shorts—opens.
- Tests bulbs, radio tube filaments, pilot light lamps, all type fuses, fluorescent bulbs, etc.

SHIPPED ON APPROVAL

Try it for 10 days before you buy. If completely satisfied send \$3.90 and pay balance at rate of \$2.00 per month for 5 months—No Interest or Carrying Charges Added. If not completely satisfied, return to us, no explanation necessary.

SUPERIOR ELECTRONIC CO., INC.

Dept. D-5 • 227 Fulton Street • New York 7, N. Y.

NO MONEY WITH ORDER—NO C. O. D.

Earn Big Money GROWING MIDGET TREES!



AT HOME!—SPARE TIME!—NO EXPERIENCE NEEDED!
It's New! Amazing! FULL GROWN living dwarf trees—only 12 INCHES HIGH! Elm, orange—any kind! All BLOOM and even BEAR FRUIT. Perfect, healthy specimens, but miniature! Make costly home decorations and beautiful expensive centerpieces (sold for over \$1,500 each). It's easy! Fun! A new fascinating artistic HOBBY—a new fabulous \$\$\$\$\$\$ BUSINESS! Real seed and sensational new growing secret plan details. BOTH FREE!

FREE!

GENUINE SEED AND PLAN
HOW TO LEARN GROWING SECRETS
FREE SEEDS

NATIONAL NURSERIES, Dept. Z1
8620 RUTHELEN • LOS ANGELES 47, CALIFORNIA

HEMSTITCHER



Hemstitch on any sewing machine with this handy attachment. Does two piece, criss-cross, inlaid, circular and hemstitching for pleats; also tucking, smocking and picoting. Makes rugs, comforters, slippers, etc. out of any material. Easy directions included.



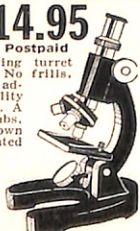
BUTTON HOLER

Makes button holes on your sewing machine instead of by hand. Also darns stockings, sews buttons, zippers; and can be used for quilting. Sews in any direction—front, back or sideways. SEND NO MONEY—Merely send your name, address and pay postman \$1.00 plus postage on arrival. Or, send \$1.00 with order, and we mail attachments postage paid. Your risk nothing. Satisfaction guaranteed or \$1.00 back.

LELANE CO. Dept. LK-12 Box 571 Kansas City 10, Mo.

300 POWER IMPORT \$14.95 MICROSCOPE

LABORATORY MODEL—Triple revolving turret holds 100, 200 and 300 power lenses! No frills, just excellent optical qualities, delicate adjustment, solid construction. Its quality and price astounded biology instructors. A lifetime bargain for students, schools, labs, research, amateurs. Anyone can now own one! (Performance cannot be duplicated for \$75.00)
FEATURES: Fine micro adjustment, adjustable plano substage mirror. Dovetail hardwood case included free. If you are not amazed at its quality, send it back in 10 days. Your money refunded immediately. Send check, cash or M.O. for \$14.95 ppd.



AKRON ARMY & NAVY STORES, Dept. 1-K
4400 Sunset Blvd., Los Angeles 17, Calif.



FREE "GLORIES of the GARDEN" AMERICA'S HELPFUL GARDEN BOOK

New Roses, New Shrubs, New Shade and Ornamental Trees, New Fruits and Berries, New Colorful Perennials. All the Newest and Best in hardy plants for 1952. Write for your FREE copy of this helpful book now.

The KRIDER NURSERIES, Inc.
Box 310 Middlebury, Indiana.

Elks

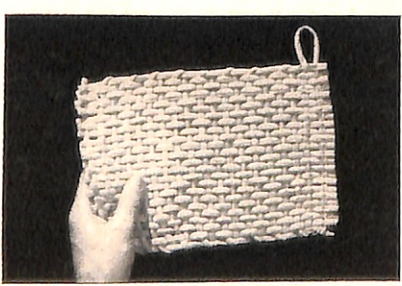
FAMILY SHOPPER



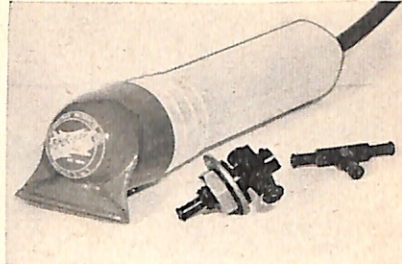
LOOKING FOR NEW TASTE thrills? Try the Chili Seasoning newly packaged by a man famous for his Chili for 30 years. It's a blend of 8 spices and really lends a new tang to meat loaf, chili, fowl, roasts, etc. 2 oz bottle, 50¢; 3 for \$1.25 ppd. including folder of copyrighted recipes. Al Hilmer, Dept. EFS, 1325 So. 11th St., Springfield, Ill.



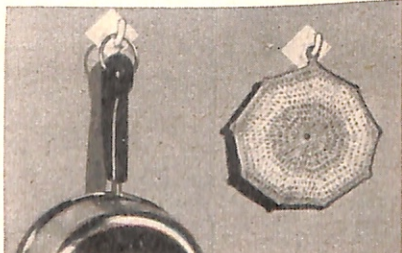
MARKSMAN AIR PISTOL is an all metal gun that resembles a real .45 automatic and shoots BB's, darts and pellets. Easy to load and shoot, it is well suited to target practice in rum-pus room or outdoors. With assortment of ammunition, \$5.95 ppd. War Assets Div., Volume Sales Co., Dept. EFS, 3930 Sunset Blvd., Los Angeles 29, Calif.



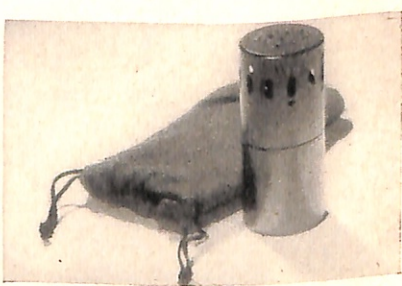
WOVEN WONDER is a new cleaning cloth made of a Dupont material that absorbs like a sponge and wipes like a chamois. Ideal for both washing and drying jobs—dishes, glasses, fixtures, cars. No lint. Mold-proof. 7"x8", 69¢; 7"x12", \$1.19; 15"x15", \$2.49; 30"x15", \$3.69. ppd. Tower Industries, Inc., Dept. EFS, 2407 Terminal Tower, Cleveland 13, O.



THIS MIDGET MARVEL vacuum cleaner attaches to your automobile dashboard and makes it a cinch to clean upholstery and floors. Vacu-Mite is only 9½" long but it whisks away dirt and grime in seconds. Top unscrews for dirt removal. With 9' of cord, \$3.50 ppd. from Haig Giftware Co., P.O. Box 88-EFS, Madison Sq. Station, New York 10.



STICK-N-STAY HOOKS eliminate one more source of annoyance for the householder. Without screws or nails, they stick and stay on wood, paint, paper, glass, tile or metal. And they're guaranteed to hold up to 15 lbs. Ideal for kitchens, bathrooms, closets, workshops. 8 for \$1.00 ppd. Walter Drake, Dept. EFS, Drake Bldg., Colorado Springs, Colo.



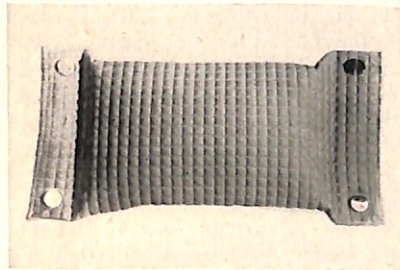
MAGIC HAND WARMER is a godsend to winter sports lovers, outdoor workers and children. Gives off delicious warmth 24 hours at a time. No wires or batteries. Fuel activates heater element. Carry in pocket, glove, boot. Aluminum, 1½ oz. Absolutely safe. With felt bag, \$2.49 ppd. Edmund Scientific Corp., Dept. EFS, Barrington 79, N. J.

Elks

FAMILY SHOPPER



NO FROSTBITTEN EARS under this snug hat of fine pinwale corduroy, Zelan treated to repel water. Its mouton ear-neck flaps may be worn up or down. Quilted 100% wool lining. Also comes with unbreakable peak. Red, brown, tan, 6½ to 7½. Limited number offered through this column only, \$5.50 ppd. Harmon Hats, Dept. EFS, Croton-on-Hudson, New York.



LUXURIOUS COMFORT in the bath is really possible when you lean back against this Air Quilt Rubber cushion. It cradles your back and relaxes taut muscles and tired nerves. Held in place by four suction cups. You can use it in any style tub and at any angle. \$4.95 ppd. Continental Industries, Dept. 22-EFS, 677 Milwaukee Ave., Chicago, Ill.



WORKSHOP ADDICT? Here's a handy aid for all who work with wood. Just set the dials of the calculator for answers to questions on wood characteristics, nail and screw sizes, drill sizes for screws, board feet in a piece of lumber, types of nails for various jobs, etc. 25¢ ppd. (no stamps). Greenlee Tool Co., Dept. EFS, 2130—12th St., Rockford, Ill.



KEEPING SPORTS EQUIPMENT in tip-top condition requires a good oil that protects against rust, wear, salt water and air. A gun and reel oil guaranteed to do just that is now available in a small tube that dispenses a drop at a time and can be kept in a tackle box or gun case. 40¢ per tube ppd. from Fulcrum Oil Co., Dept. EFS, Franklin, Pa.

NO MORE KITCHEN CLOSET clutter, no spilled spices when you keep them in this Rotary Spice Wheel. It holds 10 cans, large or small, turns with a flip of the finger. Fits easily under cupboard shelf. Made of strong molded plastic. Complete with screws. \$1.95 ppd. Haines Corp., Dept. EFS, 301 South 7th St., Minneapolis 2, Minn.



For BIG MEN only!

SIZES 10 to 16 WIDTHS AAA to EEE

WE SPECIALIZE in large sizes only—sizes 10 to 16; widths AAA to EEE. Loungers; Nylon Mesh; Dress Oxfords; Moccasins; High and Low Work Shoes; Slippers; Rubbers; Overshoes; Sox. Enjoy the finest in fit, comfort, style at amazingly low cost. Sold by mail only. Write for FREE Style Book TODAY!

KING-SIZE, Inc., 797, Brockton, Mass.



"I CAN SAVE YOU 50% ON NEW BINOCULARS!"

says
DAVE BUSHNELL

I guarantee to give you more and save you up to 50% on every popular model, BECAUSE our plan increases quality while cutting costs. Our free book explains all.

33 Models \$17.95 UP

30 DAY FREE TRIAL!

FREE BOOK

Write today!

"HOW TO SELECT BINOCULARS"

BUSHNELL Binoculars

Dept. EL 41, Bushnell Building, Pasadena 1, California



BABY SHOES Preserved on PICTURE FRAME

Baby's precious shoes preserved in metallic bronze-like finish together with photo on handsome 8 x 10 picture frame. **ONLY \$5.95** Baby's first name engraved IN GOLD! 3-16 in. plate glass for photo supplied. Magnificent lifetime keepsake! **Send No Money!** Mail shoes & name. Pay postman plus postage on delivery. Satisfaction guaranteed. **Duramic Products, Dept. A-75 1493 Cleybourn, Chicago 10, Ill.**



NEW TINYTONE RADIO

CARRY IN YOUR POCKET New Preset Crystal eliminates all Tubes, Batteries or Electric "Plug-ins". Forever. Sweep band dial—Beautiful Red plastic case. **Guaranteed to Work** on local stations—use most anywhere—home, cabins, farm, etc. **SEND ONLY \$1.00** (incl. ck mo.) and pay postman \$3.99 COD postage, or send \$4.99 P.P. Kit and Phone. Limited Supply. **So Order Now!** MIDWAY CO. Dept. BEM-1 KEARNEY, NEBRASKA

ELKS TIE CLASP • A perfect gift for yourself—and your brother Elks. Made by Hickok craftsmen with Elks' emblem. **\$2.95** Federal Excise Tax and Postage and Handling included.



Money back if not delighted. A mail order exclusive with **WALTER'S 234 W. Valley Blvd., El Monte 7, Calif.**



NO KNEE CONTACT



DIRECT PRICES TO ELK LODGES, CLUBS, SOCIETIES and ALL ORGANIZATIONS

Write for catalog

MONROE FOLDING TABLES—DESIGNED AND MANUFACTURED EXCLUSIVELY BY

THE Monroe COMPANY
90 CHURCH STREET COLFAX, IOWA

News of the Lodges

(Continued from page 24)

Queens Borough, N. Y., Lodge Honors State Senator O'Connor

A large turnout of Elks from Queens Borough Lodge No. 878 and E.R.'s of all lodges in the N. Y. S.E. Dist. paid tribute to State Senator Frank D. O'Connor of Queens Borough Lodge, who is State Pres. and Grand Esquire of the Order.

The affair, a reception and dinner, was arranged by Past Grand Exalted Ruler James T. Hallinan who was joined by a host of distinguished speakers in giving praise to the Senator. Among them were Congressman T. Vincent Quinn and James J. Delaney, Acting Mayor Joseph T. Sharkey of New York City, Chairman Benjamin Fineberg of the Public Service Commission of N. Y. S., all Elks, and

ELKS NATIONAL BOWLING ASSN. TOURNAMENT INFORMATION

The 1952 Tournament of the Elks National Bowling Assn. will be held in South Bend, Ind., over the weekends beginning March 15th and running through May 4th. Grand Exalted Ruler Howard R. Davis will take part in the official opening ceremonies at two p.m. March 15th.

Reservations to participate in this event may be made through Assn. Secretary Edgar N. Quinn, P. O. Box 29, Madison 1, Wis., with the deadline for entries set at Feb. 15th.

Pres. H. Earl Pitzer of the Pa. Elks Assn., and N. Y. State Elks Assn. Chaplain Rt. Rev. Msgr. Arthur J. Quinn.

P.D.D. Charles O. Lawson introduced the many guests who included Past Grand Exalted Ruler George I. Hall, John F. Scileppi of the Grand Forum, and D.D. Bruno Ingwertsen.

Scranton, Pa., Lodge Fêtes Long-Time Secy. Gould

William S. Gould, Secy. of Scranton Lodge No. 123 for 57 years, was honored by his Brother Elks at a dinner recently, marking his anniversary as Secretary, and his 80th birthday. A Past District Deputy, Mr. Gould has also served his State Association as Secretary for the past 35 years.

The Grand Exalted Ruler's Visits

(Continued from page 13)

Nov. 8th was the date for Mr. Davis' visit to **ROME LODGE NO. 96**, where he was welcomed by Grand Est. Leading Knight Ronald J. Dunn and D.D. James F. Burke. Later he addressed 300 members of the Order at a banquet meeting.

On the 9th, the Grand Exalted Ruler traveled to **MALONE LODGE NO. 1303** where he was welcomed by 400 Elks at a dinner meeting arranged by D.D. R. Roger Orr at

which E.R. John B. Hardy presided.

NORWICH, N. Y., LODGE, NO. 1222, had the Order's leader as a participant in the observance of its 40th Anniversary on the 10th, when 400 men gathered at the Anniversary Dinner. Among them were Grand Est. Lead. Knight Dunn, State Pres. Frank D. O'Connor, U. S. Senator Irving M. Ives, a member of Norwich Lodge, and D. D. E. M. Odell.

On the following day, Mr. Davis met with the Grand Lodge Youth Activities Committee in New York City, and on the evening of Nov. 12th, he was honored by **LOCK HAVEN, PA., LODGE, NO. 182**, when E.R. Howard Casselberry and his officers, in an impressive ceremony, initiated 105 candidates in the Howard R. Davis Birthday Class. Chairman Lee A. Donaldson of the Lodge Activities Committee of the Grand Lodge, D.D. George Ellenberger and State Pres. Pitzer were also on hand for the program of which P.E.R. Norval Remick was in charge.

The next evening, Mr. Davis and Mr. Pitzer attended a banquet and initiation ceremony at the home of **HARRISBURG, PA., LODGE NO. 12**, when 25 men entered Elksdom as a tribute to the Grand Exalted Ruler in ceremonies conducted by E.R. Walter F. Miller and witnessed by D.D. Clyde Zartman and other dignitaries of the Order.

At right: In Robinson, Ill., Mr. Davis met with, left to right: State Pres. Wolf, D.D. Claybaugh, State Secy. A. W. Arnold, Lead. Knight John Mitchell, Past Pres. J. E. Giles, P.D.D. J. S. Woodworth and E.R. A. H. Jones.



Left: At Glens Falls, N.Y., Lodge, Grand Exalted Ruler Davis and his Secretary, Earl J. Husted, are pictured with lodge officers D.D. George W. Brayton, P.D.D. Theo F. Kalbfleisch, State Vice-Pres. Wm. A. Weinlein.

Right: At St. Johnsbury, Vt., left to right, seated: D.D. G. H. Moulton, Mr. Davis, E.R. G. C. Bachand, Past Grand Exalted Ruler Malley; standing: Loyal Knight K. C. Oakes, Grand Lodge Committeemen E. A. Spry and J. A. Bresnahan, Mass. State Pres. W. R. Burns, Lead. Knight Herman Pigula.



Grand Exalted Ruler's Itinerary

JANUARY	LODGE
7	Jersey Shore, Pa.
8	Sayre, Pa.
9	Pottsville, Pa.
14	Madison, N. J.
15	Elizabeth, N. J.
16	Passaic, N. J.
17	Camden, N. J.
18	Waynesburg, Pa.
21	Baltimore, Md.
22	Richmond, Va.
23	Raleigh, N. C.
24	Kinston, N. C.
25	Sumter, S. C.
26	Orangeburg, S. C.
27	Greenville, S. C.
28	Knoxville, Tenn.
29	Atlanta, Ga.
30	Griffin, Ga.
	Macon, Ga.
31	Columbus, Ga.

Campaign Will Encourage Bequests to Foundation

TO ENCOURAGE bequests, The Elks National Foundation has under way an intensive campaign informing members of the Order of the advantages of the Foundation as a medium for carrying out in perpetuity charitable, educational and benevolent works on behalf of all persons who wish to leave money for such purposes.

As a first step in the plan, Past Grand Exalted Ruler John F. Malley, Chairman of the Elks National Foundation, sent a personal message to all District Deputies outlining the campaign and urging them to be liaison officers to assist in selecting key men in the subordinate lodges who best could follow through on the plans of the Foundation Trustees. The District Deputies were advised to select a lawyer in each subordinate lodge under their jurisdiction who is in a position to interest himself in the Foundation's project, acquaint himself with the purpose and work of the Foundation and then arrange a clinic at his home lodge for the purpose of briefing all lawyers and bank officials who are members of the lodge in regard to the work of the Foundation and the advantages that will be made available through this fund for persons who wish to endow good works in the fields of charity, education and benevolence. The District Deputies were requested to emphasize the following important points and explain the work and purpose of the Foundation to the members of the subordinate lodge in the legal profession:

- 1—The Foundation is a permanent fund, assuring continuity of operation and purpose.
- 2—The entire income from the investments of the fund is available for charitable and benevolent objectives, without deduction for administrative costs of any kind.
- 3—The charter of the Foundation encompasses the whole sweep of charitable and philanthropic purposes.
- 4—The Foundation is adaptable to the needs of the times and can conform to changing conditions.

5—All bequests are deductible for Federal Estate Tax purposes.

In the opinion of the Elks National Foundation Trustees, substantial additions to the Permanent Fund of the Foundation—from which only the interest is used for the work of the Foundation—can be attained through bequests in the wills of members of the Order, and other charitably disposed persons, if they understand the work of the Foundation as an agency for charitable, educational and benevolent purposes. No member of the Order is in a better position to bring this point to the attention of members of the Order preparing their wills with the intention of leaving a certain amount for enduring charitable purposes than the man who has a substantial practice in the probate of wills and the settlement of estates.

The Foundation has asked the District Deputies to work closely with Lodge Secretaries to compile a mailing list of lawyers and bank officials who are members of the Order and, therefore, particularly well situated to bring to the attention of their clients the important function of the Elks National Foundation as a nation-wide charitable institution. The Foundation has prepared literature explaining the fine deeds that are being done in the way of rehabilitating crippled children, financing specialized training of personnel to staff Cerebral Palsy Treatment Centers, providing hospitalization for tuberculosis patients, assisting the qualified youth of America to obtain higher education through scholarships and fostering other charitable, educational, patriotic and benevolent projects. The literature emphasizes the five points outlined above.

A gift to the Foundation is a timeless one. Through this new program the Elks National Foundation will, as it has in the past, emphasize the vital part that members of the Order may play in furthering the benevolent work of the Foundation that encompasses every ideal of the Order.



Kellogg
Consultant

*Lucky
North's*

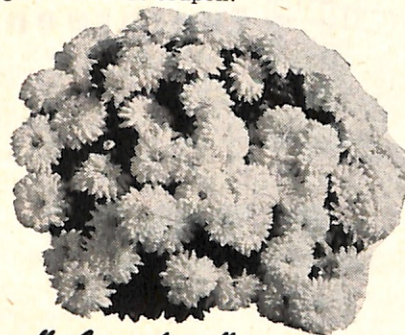


TIPS FOR NEW GARDEN BEAUTY

Miss North, noted garden consultant, has joined the Kellogg staff to help in selecting new and better strains—and to assist you in your garden problems.

Now—Lucky Suggests **TAM-O-SHANTER ORANGE AZALEAMUMS**

It took thousands of seedlings and 15 years to develop this exquisite orange Azalea-mum. 600 blossoms in a single plant. Hardy . . . blooms from August to frost. Get complete details in new FREE catalog . . . mail the coupon!



A "Lucky" Favorite



Heavenly Scented **DOUBLE RUSSIAN VIOLETS**

The latest garden rage, and no wonder. Richly perfumed Russian Violets are double flowered on 6" to 8" stems—perfect for cutting! Not a house plant but a sturdy outdoor variety. Write for catalog!

LUSCIOUS Nectarena PREMIER TYPE STRAWBERRY



Like the Premier . . . sensational producer, long season, hardy . . . but far superior in flavor. Truly delicious, full-bodied, rich red. Grow for family table, preserves, profit.

FREE catalog and planning aid. Miss North now offers our patrons **FREE** counsel on planning and planting with Kellogg's "Famous Fruits and Flowers." Mail coupon now!

R. M. KELLOGG COMPANY
Box 1648, Three Rivers, Michigan
Send me **FREE** 1952 catalog . . . "Famous Fruits and Flowers."

Name _____
Address _____
City _____ Zone _____ State _____

Buy Direct From the Goldsmith



No. 109 Past
Exalted Ruler
Button—\$6.75
Plus Federal
tax of 20%—
Send \$8.10



No. 107 25
or 50 year
button—\$6.75
Plus Federal
tax of 20%—
Send \$8.10



No. 105
Elk Button
—\$5.75
Plus Federal
tax of 20%—
Send \$6.90

All 10K solid gold. Genuine ruby eyes. Finest workmanship. Perfect in every detail. Illustrations are actual size. Postpaid at above prices.

WRITE FOR manufacturer prices on special pins, buttons, rings, trophies, cups, plaques and made-to-order pieces. LODGES—special prices on quantity orders.

THE ROULET COMPANY
319 Superior St., Toledo 4, Ohio
Manufacturing Jewelers since 1877



**FREE
COLOR CATALOG**

Plant BABY Evergreens

AND SAVE 40%
All popular varieties—grade No. 1
once transplanted. Real bar-
gains. Also Shrubs, Roses, Shade
Trees, Fruit Trees, Fruit Plants.
Write today for big **FREE** Color
Catalog.

EMLONG'S Box 182 Stevensville, Michigan

LAW...

STUDY AT HOME Legally trained men win higher posi-
tions and bigger success in business
and public life. Greater opportunities now than ever before.
More Ability: More Prestige: More Money We guide you
can train at home during spare time. Degree of LL.B. We furnish all
text material, including 14-volume Law Library. Low cost, easy
terms. Get our valuable 48-page "Law Training for Leadership"
and "Evidence" books FREE. Send NOW
LASALLE EXTENSION UNIVERSITY, 417 South Dearborn Street
A Correspondence Institution, Dept. 1328L, Chicago 5, Ill.

MAKE MONEY LENDING

**AMAZING ATTACHMENT TURNS OLD
REFRIGERATORS INTO AUTOMATIC
DEFROSTERS**—Never before a sales plan
like this. No "Selling." Lend the Magic
Defroster to any woman who has an old
refrigerator. Then try to take it away. She'll buy every-
thing rather than give up the labor saving, mess saving invention.
SENT FREE. Rush name for complete information on lending plan and
offer of SAMPLE for DEMONSTRATING. Make as high as \$5.00 on
every "loan" you make. Mail your name today sure for free offer.
MAXILUME CO., 125 Hubbard, Dept. D-23-A, Chicago 10, Ill.

BIG MONEY SELLING THESE GREETING CARDS

Marvelous new line of all-occasion
greeting cards. So sensational all you
have to do is show them. Box of 21
only 1.00. Over 100 other terrific
boxes including birthday, get-well,
etc. Profits to 100% plus bonus.
Write for free samples. Kit on
approval.

REGAL GREETING CARD CO.
Dept. EM-10, Ferndale, Michigan

Why Pay More?

LONG PLAYING RECORDS (33 1/3 R. P. M.)

30% off

Factory New! Every Record Guaranteed!

For FREE Complete Catalogue
and Price List, write to:

RECORD HAVEN STORES

520 W. 48th St. (Dept. EL) New York 19, N. Y.

(Enclose 10c to cover mailing and handling)

If in N.Y.C. visit our Midtown stores:

1125 6th Ave.—1143 6th Ave.—1211 6th Ave.

The TV Picture

(Continued from page 5)

couple of years later the guests had scraped up enough for a down payment, and Hopalong Cassidy was hypnotizing freckle-faced, open-mouthed kids in 10,000,000 otherwise normal U. S. homes. By January 1, 1952, when the hysteria was supposed to be dying down and unsold TV sets were piling up in distributor's storehouses like drifting snow, there were, nevertheless, an incredible 15,000,000 sets in use and perhaps a few hundred thousand more whose owners kept them dark except for state occasions.

But growth in itself can be healthy. The major television controversy is not about size but about quality. A most remarkable indictment of a big industry he helped to create was made public a couple of months ago by Raymond Rubicam, retired founder of one of the largest advertising agencies in the world. Rubicam castigated radio broadcasting as coming "no where near serving the American people as well as it ought," and expressed a fear that TV was headed in the same dismal direction. He declared it was a monopoly in which "the public's freedom of choice in programs is more a theory than a fact." He underlined the importance of making TV a public servant with this provocative question: "Except for military defense, what question is there before this country which is half as important as the question of the uses that will be made of television?"

What makes this thoughtful criticism important is not only its source but the man to whom it was addressed, Senator William Benton of Connecticut—also one of the most successful of advertising men—who has been trying to get Congress to act to supervise TV in the public interest. Benton candidly deplores the general low quality of TV fare and insists that more time and channels be reserved for men-

talities that are above the grammar school level in appreciation of wit, drama, art, music and commentary.

That such are in the minority there is no doubt, but there is no doubt either that hundreds of thousands now functioning on the eighth grade level of intellect want to, and could, work their way onward and upward. Miss Frieda B. Hen-nock of the Federal Communications Commission, who has actively encouraged educators to apply for licenses, says bluntly, "The people of our land are thirsting for knowledge. There has been an increase in adult education of 600 per cent in four years and more than 30,000,000 Americans are getting adult instruction. In the next ten years there will be more adults in schools than there were pupils in public and private schools in the United States last year."

What throws many educators are reports of the fabulous cost of building and operating a TV station. They are told that a transmitter and equipment is worth \$250,000 and that another \$400,000 a year would be required to sustain a schedule of educational broadcasts. To a university professor that seems like important money. It is frightening. But if TV can really be an effective means of educating people, in many places it wouldn't be much more than a big drop in a sizeable bucket. The school budget in Detroit, for example, exceeds \$90,000,000 a year. Los Angeles tops \$105,000,000. A number of universities are in the \$25-\$50,000,000 bracket. New York City spends \$500,000,000 on its schools. Any major improvement in teaching techniques would quickly pay for itself, either in better educated youngsters or in direct savings.

These television schoolrooms are still in the dream-stage, however. What the

CONVENTION HEADQUARTERS OPENED

Past Grand Exalted Ruler James T. Hallinan, General Chairman of the 88th Grand Lodge Convention Committee, has opened Committee headquarters in Room 606, 292 Madison Avenue, New York 17. He announced the appointment of Bryan J. McKeogh of Queens Borough Lodge as Convention Director.

All hotel reservations for the convention, which will meet in New York July 13-17, must be made through the Committee. New York's leading hotels are cooperating with the Convention Committee to assure best possible accommodations for visiting Elks. The Committee's plan is to house each state delegation together, and to accomplish this requests for reservations should be made without delay through State Associations to Director McKeogh. The Committee cannot accept requests for reservations from individuals. Reservations to date indicate that 50,000 Elks and their wives will attend the New York Convention. Reservations must be accompanied by a deposit. The Committee's telephone number is LExington 2-8493.

TV public is faced with today is the reality of Milton Berle.

There are two kinds of people: those who think Milton Berle is a great man who deserves to have race horses named after him, and those who think Milton Berle is what's wrong with TV. As one diagnostician remarked recently, "Trouble with television is, it's got Berlitis."

The telecasters are aware of this condition, and though they haven't done much about curing it, they've worked overtime trying to explain it away in terms of broad public service. When he was cornered by some dogged critics of TV programs at hearings of the Federal Communications Commission, Frank Stanton, bright, hard working president of CBS, defended "Berlitis". It wasn't a disease at all, he felt, but a condition made normal by public taste. "A mass medium," he said, "can only achieve its great audiences by practicing what might be called 'cultural democracy'—by giving the majority of people what they want. . . . The prime need in any community is a general TV service—one that provides a well rounded service for the great majority of families—a service which includes news, entertainment and drama, children's programs, United Nations, religious programs, forums and discussion and home making."

It would be difficult to disagree with Stanton's appraisal, for speechmaking purposes, of public needs. His implication of an equal balance in these categories is an educated viewer's dream. Where the disagreement comes—and it is sometimes violent—is when the words of TV executives are compared with their deeds. To discover the exact nature of these deeds the National Association of Educational Broadcasters listened in on all seven New York TV stations for an entire week. They clocked the number of hours programs were telecast in each major category and figured the percentage of total time devoted to each subject. Here is what they found:

News	1,860 hours	5 per cent
Weather	147 "	"
Public issues	529 "	2 "
Public events	321 "	1 "
Institutional	386 "	1 "
Information	1,090 "	3 "
Religion	240 "	1 "
Drama	8,529 "	25 "
a. crime	3,432 "	10 "
b. western	1,860 "	6 "
Dance	36 "	"
Music	1,222 "	4 "
Fine Arts	30 "	"
*Variety	4,598 "	14 "
Personalities	1,432 "	5 "
Quizzes	2,245 "	7 "
Sports	3,406 "	10 "
Homemaking	3,507 "	10 "
Children's programs	4,199 "	12 "

It is interesting to note that of the children's programs, only 180 hours, about

* includes Milton Berle

one-half of one per cent, were concerned with information and instruction. Six times as many hours were given to kids' westerns and thrillers. Of interest, too, is the fact that practically all the music telecast was popular. In the largest city in the world, in the cultural center of America, only 77 hours of serious music emanated from seven television stations during the entire week!

This analysis doesn't seem to be what Stanton of CBS was implying when he spoke feelingly of "a well rounded service" being vital to the public. Yet it is ridiculous to quarrel with Stanton's basic premise: it's the Berle's, the Godfrey's, the prize fights, the ball games and perhaps, heaven forbid! the wrestling, that put television sets into 15,000,000 homes. Certainly they didn't get there because of a stampede to watch an illustrated lecture on the flight habits of the bee, or to see the Boston Symphony beat out a fugue by Villa-Lobos. The argument between Mr. Stanton and some of his antagonists is whether the great mass of the people—the Milton Berlers—shall have sole say over what will be available to people whose tastes, if not more refined, at least may be different.

The core of this controversy consists of a knotty question: who shall have control of future channels to be allocated by the FCC? The commercial telecasters say they are best fitted for the job. The educators, who woke up rather suddenly and perhaps rather late, declare that at least one-fourth of channel allocations should be reserved for college and public school teaching.

BEFORE FANNING away some of the fog of fact and fiction obscuring this squabble, a quick glance at the status of channel allocations is desirable. Despite the phenomenal growth of TV it is far from nation-wide in coverage. Only twelve channels in the radio spectrum known as VHF (Very High Frequency) have been allocated to TV and only sixty-three major U.S. markets have TV coverage, with 107 stations. Three years ago the FCC stopped allocating channels for fear of creating a huge traffic snarl in the airwaves. With the new medium mushrooming, the FCC wanted to study the problem, presumably to protect the public interest, whatever that is.

Now the FCC has advocated the licensing of 450 more TV stations using these same VHF channels. That will use up all there are. Most people don't realize it, but securing a license for a channel is like getting the right to drill in a Texas oil field. The initial investment is heavy, but the chances of making money . . . well, they're just bountiful. Consequently, there is quite a scramble to get these channels.

This simple, first-to-grab-first-to-get situation is complicated by the prospect, hedged with numerous ifs and maybes, of seventy new channels becoming available through the use of UHF (Ultra High

"My selling time actually shows me a profit of

\$20 TO \$25 AN HOUR

with Science's New Midget Miracle, the PRESTO Fire Extinguisher



"Presto is the easiest selling and most profitable item I have ever sold or seen. My selling time actually shows me a profit of \$20.00 to \$25.00 per hour and I have yet to put in a 6 hour day without showing a profit of over \$100.00. For easy and profitable selling—Presto can't be beat."—M. R. STANLEY, MONTANA.

M. R. STANLEY

ALL over the United States, more and more men and women report large profits from introducing the new Presto Fire Extinguisher. And no wonder! 11,000 people died in fires last year! Over half were women and children! Civilian Defense authorities have said that in the event of atomic attack regular fire fighting forces will be fighting large fires and that the people must be equipped to take care instantly of the little fire that might so easily become a big one. So an eager public has been waiting for a handy new kind of fire extinguisher—one without the drawbacks of large, bulky, expensive models. Now it's here. And sales are tremendous.

Presto salesman H. J. Kerr reports making \$20 a day. R. E. Meade—\$76.56 the very first day! Peter Zuccaro, a beginner—\$169 in one week. And now read this report from Stanley Hyman:

"I have been selling the Presto Fire Extinguisher for well over a year and have found it to be the fastest money-maker and quickest-selling item ever produced. If a man demonstrates it intelligently, sales follow automatically."

"I have made an excellent living with the Presto Fire Extinguisher, having made over \$1000 a month. Presto is a 'natural' for any salesman."—Stanley Hyman.

How You Can Make Good Money Too

You can make good money in this way too! Just start introducing this new kind of fire extinguisher to owners of homes, farms, cars, boats, filling stations, buses, trucks, service stations, factories, offices, in your locality and to stores for re-sale.

The Presto is so light—so small—so handy—that even a child can put out a blaze with it. So inexpensive (\$3.98) that anyone can afford it. Yet its contents (a new wonder chemical developed during the war) have been rated 1.5 to 6 times as effective as chemicals used in other extinguishers on an equal weight basis.



Science's New Midget Miracle "PRESTO"

And what sales advantages for you—as compared with large, bulky extinguishers that cost 4 times as much and are 8 times as heavy! Presto is easier to use. No pumping—no heavy tank or tangled tubes to struggle with. Just a twist of the knob . . . and flames disappear as fast as 2 seconds!

Mail Coupon to Get Started

We re-fill your Demonstrator FREE, give you FREE printed sales aids. You are not required to invest a penny.

Get started now. Every day you hesitate may cost you \$10, \$15, or even \$50 you could otherwise be making. Mail coupon NOW for everything you need. MERLITE INDUSTRIES, Inc., Dept. 121, 201 East 16th St., New York 3, N.Y.

MERLITE INDUSTRIES, Inc., Dept. 121, 201 East 16th St., New York 3, N.Y.

Please send me illustrated sales literature, liberal profit plan, order blanks—everything I need to start making good money introducing Presto in my area.

☐ Check here if you wish to order a regular Presto to be used as a demonstrator (\$2.50). Pays for itself many times in increased sales. Returnable for FREE refilling as often as necessary. Send no money—we'll mail C.O.D. (Or enclose \$2.50 and WE will pay postage.)

Name (Please print plainly)

Address

City Zone No. (If any) State

IN CANADA: Mopa Co., Ltd., 371 David St., Montreal 1, P.Q.

READY CUT HOMES

\$2150 AND UP SAVE UP TO 1/3

Build your own home. SAVE labor costs and builders' profits. All lumber marked and cut-to-fit. Everything furnished, doors, windows, floors, trim, roofing, hardware, nails, glass, paint, etc. Complete building plans ready for filing at low cost. Sold separately if desired. Buy Direct from Mill. Five Easy Payment Plans including Monthly Time Payment Plan.

NEW COLOR CATALOG

SAVE UP TO \$1264

25c

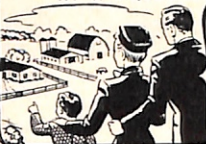
Send 25c IN COIN. Shows 57 modern low-priced designs and floor plans.

INTERNATIONAL Mill and Timber Co.
Bay City, Michigan
Dept. E. L. 12



STERLING HOMES

OWN A PIECE OF THE GOOD EARTH AT A PRICE YOU CAN AFFORD



NOW—YOU CAN BUY CALIFORNIA, WASHINGTON AND OREGON LAND AT \$10 TO \$25 PER ACRE (FULL PRICE) INCLUDING 100% OIL AND MINERAL RIGHTS ON YOUR OWN LAND. FARM, RANCH, HUNT AND FISH. SEND ONLY 10¢ (COIN) TODAY FOR LAND CATALOG AND PHOTOS. **PACIFIC LANDS**
P.O. BOX 2350, R. HOLLYWOOD 28, CALIF.



NOW! FILE YOUR OWN SAWS

Do expert saw filing at home. Precision filing easy without experience. Two simple adjustments. Keeps any hand saw extra sharp and true-cutting. Complete with file. Money back guarantee. Cash with order, prepaid. (COD postage extra) Order today. \$2.95. **ANOTHER SPEEDCOR TOOL THE SPEED CORP. EM-1**
512 N. E. 73 Ave., Portland, Oregon

Apache THROWING TOMAHAWK

Balanced to stick

An ancient Indian weapon for killing game—target sport. Easy to throw with our clear instructions. Splits a 2" board at 30". Will stick from any angle.



Rare Souvenir!

Beautiful heavy duty 14" tomahawk. Solid tempered steel. Unusual bargain, limited supply. Sold direct only. Send \$2.98 today to **TECHRITE CORP., Box 12M, South Pasadena, Calif.**



Now MIRACLE WALL CLEANER

QUICK EASY Saves Costly Redecorating

AMAZING INVENTION. Banishes old-style housecleaning mess and muss. No rags—no sticky "dough"—no red, swollen hands. No more dangerous stepladders. Literally erases dirt like magic from Wallpaper, Painted Walls, Ceilings, Window Shades, Tube orders from friends! Earn money! Act now! **SAMPLES FOR TRIAL** Sample offer sent immediately to all who send name at once. Hurry. Postcard will do. **SEND NO MONEY—just your name. KRISTEE CO., Dept. 568, AKRON 8, OHIO**



REAL PANSY COASTERS Make Them at Home

EASY - FUN PROFITABLE

Now create new and truly different gift articles like the beautiful pansy coaster shown—made by embedding real pansies in Castolite—the "magic" liquid casting plastic. With our simple step-by-step method you can make hundreds of valuable articles, including smart costume jewelry, chic Hi-Style buttons, cuff links, plaques, tiles, many other things. Send 25c for Big Castolite Creations Manual. FREE with Manual, inspiring New Home-Success Plan. Write: **CASTOLITE CO., Dept. A-75, Woodstock, Ill.**



Frequencies) for telecasting. This would give the U. S. an additional 2,000 stations, which ought to be enough for everybody. It might be several years before they could be in use, though, and what everybody seems to be screaming for is some licensing right now, while all the big money is in the game.

The investigation of the UHF for TV, incidentally, is a minor research triumph for RCA. Two years ago RCA and NBC began full-scale field tests of UHF telecasting. To make the tests realistic, a UHF-TV station was built in Bridgeport, Connecticut. Fifty special receivers were constructed and fifty converters designed to enable ordinary TV sets to get UHF telecasts. These were installed in representative homes and the reaction of the test families carefully noted. The result was a great success. Even Wayne Coy, FCC chairman, was enthusiastic. "The quality of UHF is excellent," he said, "and you will find that interference is much less than in VHF receivers. The cost will also be less."

It seems likely that UHF will bring TV to small cities. A UHF station can pick up network telecasts and relay them in a local community, or it can originate programs of its own. There are only two drawbacks: UHF requires more transmitting power and there are more "shadow areas" than in VHF—places within normal range where the program cannot be received at all.

SO MUCH for the channels which are the prizes everybody is fighting over. The battle has been see-sawing for a year now and nobody really knows who's ahead. But the arguments are reasonably clear. Educational institutions simply want about one-fourth of all TV channels reserved for them; the commercial people insist that TV must be used for "the greatest good for the greatest number." The professors say a part of that "greatest good" is in educating people. The commercial boys say education had its chance with radio and muffed it. The educators declare that before they woke up to radio's possibilities the commercial people owned it, lock, stock and barrel.

Investigating the merits of this debate is not easy. There is no doubt that some commercial television is low and unworthy and, if radio is a criterion, the tendency will be to lower it further. The greatest blow in years to the integrity of radio occurred not long ago when CBS moved its distinguished prestige program, the New York Philharmonic Symphony Society Orchestra, from the Sunday afternoon spot it had occupied for many years. This great broadcast was reduced to a recording and shoved in several hours earlier simply because sponsors of other programs demanded it. It was the clearest evidence that the sponsor—and nobody else—controls radio. Those minority groups who like great music, stimulating discussion and intelligent analysis of world affairs, have a limited

number of real defenders in the industry—notable exceptions being the Metropolitan Opera broadcasts sponsored by the Texas Company, the NBC Symphony (with Toscanini and other great conductors) and some of the small FM stations that bring fine music only to their listeners. There is no assurance that this will not happen to television, too.

The sponsor, incidentally, is not at fault. His sole concern is the often difficult job of selling his goods. He cannot be charged with responsibility for the cultural level of radio or TV.

Here is the principal argument of the educators: commercial telecasters can have no real public responsibility, not because they aren't upright citizens but because their business is, and must be, primarily to earn the best possible income for their stockholders. But these same commercial interests are the people with the capital and the know-how. They can and will see to it that the channels are used. They charge that educators are likely to fiddle around for five or ten years before they get started using the precious channels and even then the quality of their programming may be so poor as to drive away sensitive viewers.

They have another, even more potent argument. Like TV, the motion picture was once hailed, in the now familiar cliché, as the "greatest potential force for mass education ever known." But during thirty years of technical improvement educators have not adapted movies for teaching standard subjects, though often they are a valuable supplement. Educators have not demonstrated any capacity to use this great medium to meet more than incidental needs. Why, ask the network spokesmen, should we expect them to do it with TV?

It is a good question and the educators have already set about answering it. The University of Southern California, Boston University, Iowa State College, The University of Pennsylvania and many other institutions—in all fifty-six colleges, four medical schools and nineteen local public schools—have put on programs of their own design.

In Detroit, WWJ-TV offered the University of Michigan free time for educational telecasts and a series was begun after long and painstaking preparation. "Students" registered for one of several courses; they received lesson sheets weekly and those who took a final examination received a certificate of participation, though no college credit. Compared with the astronomical figures now part of the statistical lore of TV, the number of registrants seems miniscule. In fact, it is not. In two months more than 600 adults enrolled for two courses. This is more students than there are in half the 1,800 colleges and universities in the United States.

Admittedly an experiment, it is important to note that this successful venture was telecast only after most careful preparation. Others, unfortunately, are

slapdash. When twenty colleges and universities combined to produce the "University of the Air" over WFIL in Philadelphia, Professor Russell C. Erb inaugurated the series with a lesson in chemistry. He faced the cameras with no previous TV experience and with no rehearsals other than a hasty ten-minute experiment to see how burning magnesium looked on the screen. Such an approach to this complex medium must be outgrown before educators will have any success in mastering it.

BY FAR THE MOST effective program of any institution is the Johns Hopkins Science Review, which has been described by the country's most sober television critics in such heady terms as, "refreshing", "amazing", "exciting" and "remarkable". Last year the Science Review won the Peabody Award for distinguished service, the equivalent in impressionable TV circles to a Nobel Prize.

The Science Review, which is telecast coast to coast from Johns Hopkins University in Baltimore, is the kind of a program which visionary intellectuals once forecast would be the backbone of radio—exciting, imaginative and instructive, to an audience of millions. It never happened. When the intellectuals contemplated the infinite possibilities of television, they again aroused the people with imaginative predictions of its usefulness in education. But it was the peculiar abilities and monumental energies of The Review's slight but forthright originator and director, Lynn Poole, which gave TV the kind of educational entertainment that appeals both to Einstein and teenagers.

On one program Poole demonstrated the psychology of fear. It opened with a scientist casually tossing a king snake into the lap of a lady, a subject of the demonstration. Her screams were the most vivid—and uniquely real—ever heard on TV. On this program a fear conditioned rat was driven hysterical merely by rattling a bunch of keys.

To illustrate the importance of diamonds in science and industry Poole got together some \$250,000 in precious gems for a telecast. There were more Pinkerton guards than staff in the studio. Poole has put on shows to demonstrate the Truth about Biological Warfare, Stream Pollution and Cancer. He gave 11,000,000 televiewers an opportunity to sit in on the first medical consultation ever held on TV. Doctors in three other cities made a correct diagnosis by "interviewing" the Baltimore patient on their TV screens and via telephone. Poole brought a psychiatrist to TV and sat him down at a table with six patients and showed the world exactly what happened in group therapy of neuroses. He has given his viewers a look through a microscope, an X-ray and a flouroscope—all on TV screens. By proper arrangement of the cameras, he was even able to show how a fly, named Charlie, drinks water.

The program has won numerous awards and prizes, has been studied by scores of colleges and copied through UNESCO in Mexico and France. It has been accepted for supplemental study in school systems, including Chicago's. However, its real importance derives from the fact that it is in there competing for televiewers in a toe-to-toe slugging match with popular commercial programs. Last year it stood up opposite Milton Berle. This year its competition is Arthur Godfrey! It is the first continuing program of its kind to draw a paying audience at night on either radio or television. That is a real achievement. It results from planning every show months in advance and from long and careful rehearsals.

The effort to give the discriminating viewer TV programs he would find rewarding is not limited to the educators. A couple of enterprising companies have tested subscription television in Chicago and New York with encouraging results. The viewer pays a couple of dollars a week for recent movies or to see important events not otherwise telecast.

In Chicago the Zenith Radio Corporation made a slight modification in the TV sets of 300 cooperating families and gave them movies several hours a night for ninety days. Subscribers merely had to notify their telephone operator that they wanted to tune in and were billed regularly. Ninety-nine per cent paid the money, which averaged \$1.73 a family a week. Since none of the movies was later than 1948 release this indicated a high degree of willingness to pay for good, if not brand new, unsponsored entertainment.

The Skiatron Electronics and Television Corp., which is making similar tests in New York, anticipates that within thirty days after receiving the green light from the FCC, 100,000 viewers could be signed for special programs at \$2.00 a week in New York City alone. Although operating only experimentally, the company has received thousands of letters asking when the system will be available. Extending such estimates to national proportions leads to large and fanciful dreams. A subscription audience just ten times that large and covering the whole country would make Skiatron as influential as the entire telecasting industry is today—a \$100,000,000 a year concern.

As a force for uplifting the cultural life of our citizens Television has great promise but a long way to go. Just how far is indicated by a recent study by a group in Los Angeles which monitored TV programs there. In one week they witnessed 91 TV murders, 7 stage hold-ups, 3 kidnappings, 10 thefts, 4 burglaries, 2 cases of arson, 2 jailbreaks, 1 murder by explosion in which a score of people were killed, 2 suicides and 1 case of blackmail. If that's the product of the high gloss professionals maybe TV would profit from the naiveté of long hair professors. At least it would be a different kind of murder.

SWIFT

Adding Machine



It's portable!
Weights 6½
pounds!

- 9,999,999.99 Capacity
- Visible Adding Dials
- For Executives, Professional Men, Stores

\$99.50
plus tax

FREE Booklet!

Write name and address in margin and mail to Dept. E
SWIFT BUSINESS MACHINES CORP.
Great Barrington, Mass.

No Experience Needed To PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money... gets results quickly! Hundreds of uses for every type of business and organization. We ship the GEM complete with all supplies, Guide Book for accurate printing and 60-page Book of Ideas at the special low price of only **\$8.50** (a \$15.00 value)

FREE TRIAL OFFER

Use the GEM **FREE** at our expense! **SEND NO MONEY.** Write and complete GEM outfit will be sent you postpaid. After ten days, send us only **\$8.50** or return the GEM. You must be satisfied! **WRITE TODAY.**

BOND EQUIPMENT CO. Dept. 30
6633 Enright • St. Louis 5, Mo.

NEW LOW COST FAMILY HOSPITAL PLAN



**\$100.00
A WEEK PAID
DIRECT TO YOU!**

Benefits Paid for a Day, a Month, a Year, **EVEN FOR LIFE** Just as Long as You **STAY IN THE HOSPITAL** for Sickness or Accident!

This new Family Hospital Plan covers everyone in your family from infancy to age 70! From the first day you or any insured member of your family enters the hospital (except government hospital, rest homes or sanitariums) for sickness or accident—this policy **PAYS \$100 (or A WEEK) DIRECT TO YOU!** Even children under 18 can be covered with cash benefits of \$50.00 a week while in the hospital. Use the money any way you wish—no strings attached. Safeguard savings, avoid going into debt when sudden sickness or accidents strike. Return to hospital as often as necessary during the year. (Cash benefits paid **IN ADDITION** to any other insurance you now have.)

**3¢ A Day
IS ALL YOU PAY**

... for each adult 18 to 59 years of age. And for older folks 60 to 70 only 4½¢ a day... for children under 18 only 1½¢ a day. All applicants must be in normal good health.

• **MATERNITY** Benefits at small extra cost.

**FREE
10 DAY INSPECTION OF POLICY
— MAIL COUPON**

JUST LOOK... at the Generous Benefits This Low Cost Policy Provides! The Service Life Family Hospital Plan covers you and your family for about everything—for every accident, and for all common and rare diseases after the policy has been in force 30 days or more. Very serious diseases such as cancer, tuberculosis, heart disease, diseases involving female organs, sickness resulting in a surgical operation, hernia, lumbago and sacral conditions originating after the policy is in force six months are all covered. Hospitalization caused by attempted suicide, use of intoxicants or narcotics, insanity, and venereal disease is naturally excluded. Rush coupon today—**SEND NO MONEY**—for 10 days' **FREE EXAMINATION** of this remarkable policy. No obligation—no salesman will call.

SERVICE LIFE INSURANCE CO.
Hospital Dept. N-74, Omaha 2, Nebr.
Omaha 2, Nebraska

Please rush the new Family Hospital Plan Policy to me on 10 days' Free Inspection. (No obligation; no salesman will call.)

NAME _____
ADDRESS _____
CITY _____ STATE _____

Business Outlook—1952

(Continued from page 7)

gross national product as well as the national income are likely to be larger than in 1951. The rearmament program and corporate capital expenditures of the present magnitude are bound to exercise a powerful influence on business activity in the United States. The year 1952 therefore promises to be, from the point of view of business activity, a good one. Profits of corporations before taxes will be high, perhaps higher than ever, but net income after taxes will be smaller. It is doubtful whether any new taxes will be imposed on corporations or individuals during 1952. Taxes in the United States are exceedingly high and short of a major world conflict a further increase in corporate taxes could have long-lasting unfavorable effects on the further economic development of the country. A further increase in income taxes, particularly on the medium- and upper-income brackets, could easily adversely affect private initiative.

INFLATION VS. DEFLATION

The distinctive feature of the current situation is the apparent balance that seems to exist between the inflationary and deflationary forces operating in the economy. During 1952, at least in the first half of the year, inflationary forces will continue to operate in the economy. Briefly, the most important of these forces working for higher prices are:

1—Defense spending, which creates a demand for raw materials and labor and generates purchasing power, but at the same time does not create commodities which enter the consumer stream.

2—Capital expenditures by corporations, which at least in their initial stages have the same effect. They create a demand for goods and labor, but until the plants have been erected and are able to produce they do not create any commodities which can be used by the consumer. Both of these forces will be pronounced throughout 1952.

3—There is also a possibility that the Treasury may be operating with a larger deficit during 1952-53 than during the present fiscal year, 1951-52. While during the first half of the current fiscal year ending June 30, 1952, the Treasury deficit will be over \$7 billion, during the second half ending June 30, 1952, the Treasury will be operating with a cash surplus. On a cash basis it is quite possible that the Treasury deficit for the fiscal year 1951-52 may not exceed a billion dollars, and for the first half of 1952 Treasury financing will not be of inflationary proportions. However, it is impossible to state what the budgetary requirements of the government for the fiscal year 1952-53 will be and whether Treasury financing will be a major inflationary factor in the last half of 1952. Judging from present predictions by

high officials in Washington, a large deficit may be expected. If this should prove to be the case, and particularly if the deficit is financed through the sale of government obligations to the commercial banks, it will accentuate the inflationary pressures. The constant increase in wages, not always accompanied by a corresponding increase in productivity, is also inflationary in character.

While the inflationary forces at present are pronounced, of increasing significance are the strong anti-inflationary forces operating in the economy today which will continue to operate in the future. Briefly, they are:

1—The great productive capacity of the country, which is steadily increasing. Since the end of the war American business concerns have invested nearly \$110 billion in new plant and equipment and the increased productive capacity is becoming more and more evident.

2—Inventories of all kinds of non-military commodities are large. There is no shortage of food nor of soft goods and ultimate consumers are pretty well stocked up with all kinds of goods.

3—The increase in income of the population has not been uniform, and for many there has been a serious lowering of the standard of living. There are many groups in the country whose incomes have not kept pace with the constant increase in the cost of living and of taxes and hence their ability to buy has decreased. Moreover, a significant anti-inflationary factor has been the higher rate of saving of people in the aggregate. During the second and third quarters of 1951 people were saving at an annual rate of over \$20 billion per annum.

4—Finally, credit has become tighter than before. The changed open market policies of the Reserve authorities have not only brought about a moderate increase in money rates but also curtailed the availability of bank credit and have made it more difficult for institutional investors such as insurance companies to convert their government securities into cash. Some of the banks are loaned up practically to the limit and naturally will adopt a cautious lending policy. Others will follow the same course. Moreover, the voluntary credit restraint policies

adopted by the financial institutions of the country are bound to have an effect on the further expansion of loans both by banks and by other large lenders. All these factors combined constitute powerful anti-inflationary forces.

Taking both the inflationary and deflationary forces together, weighing them and measuring them, one is warranted in reaching the following conclusions. During the first half of the year the inflationary forces will continue to predominate. However, the increase in prices that may take place is bound to be rather moderate and will not be as great as was experienced in the period from the outbreak of the Korean war up to the spring of 1951. Toward the middle of the year the increased output of steel and a number of other commodities now in short supply should result in easing some of the current shortages. We may assume that the acreage under cultivation for farm products will be large and if weather conditions are favorable we should have large crops. In the second half of the year, particularly if the Korean war should come to an end and the international tension should ease, the inflationary forces ought to come to an end and commodity prices either level off or witness a moderate decline.

RETAIL TRADE OUTLOOK

As previously stated, the economy of the country at present and in the future is marked and will continue to be marked by considerable contradiction. While the entire year 1951 will go down in history as a very good one, many sectors of the economy, particularly those engaged in the production and distribution of soft goods and many distributors of hard goods such as radios, television sets, etc., suffered from a downward readjustment with diminishing sales and reduced profits. Many people wonder whether this is the beginning of a serious decline in general business activity or merely a temporary situation. An analysis of all the known factors leads to the conclusion that the downward readjustment in many soft goods industries and the decline in retail sales in many lines is only a temporary situation. This conclusion is based on the following facts:

1—The decline in activity since the early spring resulted primarily from the large accumulation of inventories by business concerns and ultimate consumers during the first part of the year. Gradually these inventories are being worked off and a better equilibrium between demand and supply is in process of being established.

2—The disposable income in the hands of the people, i. e., total income after taxes, is bound to be large. While savings are considerable and people are not spending as freely as they did earlier,

"The Nativity" Print

Many readers have written about the reproduction of "The Nativity", by the Flemish master Gerard David, that appeared in our December issue. The reproduction in the Magazine is suitable for framing, but a smaller full-color print (5x7 inches) is available from the Metropolitan Museum of Art, New York City, for 15 cents.

past experience has proved that whenever disposable income continues to be large over a period of time the volume of retail trade will also be considerable.

3—Because of the shortages of metals the output of certain types of durable consumers' goods such as automobiles will be reduced, at least during the first half of the year. We may assume that a portion at least of the increased national income will spill over to the soft goods industries. In fact we may conclude that the downward business readjustment is rapidly coming to an end and that an upward swing in the level of retail business will develop in the not distant future. It should be noted that competition will be keen and that buyers' resistance will continue. Those who believe that the process of inflation will do their work will come to grief. On the other hand, those who realize that the purchasing power is large and adopt the necessary measures (such as promotion, advertising and the offering of good value merchandise) will do very well. For many lines the sellers' market so pronounced in the past has definitely come to an end.

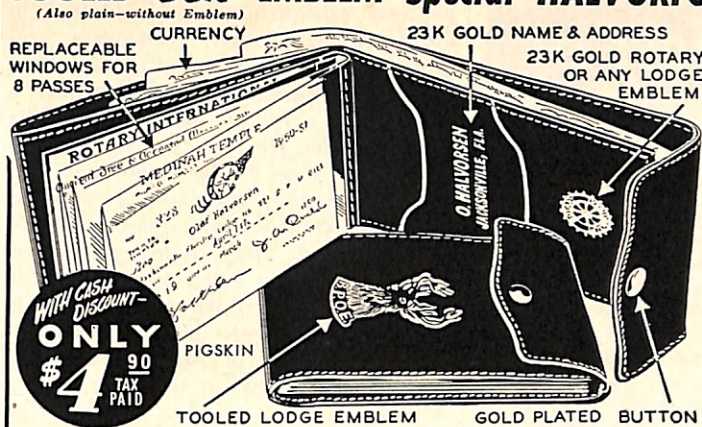
OUTLOOK FOR LABOR

The outlook for labor is somewhat clouded because of the demands that have been made by some powerful unions for increases in wages as well as for additional fringe benefits. Negotiations have already started in the steel industry, and the results of these negotiations in all probability will set a pattern for other industries. What the actual results of these negotiations will be is, of course, impossible to predict. It is fairly certain, however, that the general level of wages will increase and that costs of production will continue to mount. In part the increase in production costs will be reflected in higher prices, in part it will be absorbed by increased productivity and by the profits of corporations. Labor in 1952 will be in a strong position. The demand for labor is great and in many sectors of the country shortages definitely have developed. An increase in wage rates accompanied by an increase in productivity invariably leads to a higher standard of living. But if the increase in wage rates is not accompanied by an increase in productivity, it merely leads to higher prices and to a reduction in the demand for goods, particularly on the part of that considerable and rapidly growing portion of the population whose income is inflexible. In spite of the labor unrest that prevails there are reasons to believe that major strikes will be avoided in order not to interfere with the defense effort.

CONCLUSION

The highly uncertain international political situation, particularly in Korea, makes it extremely difficult to predict the outlook for business during the coming year. The termination of the Korean war and an easing of the international

TOOLED ELK EMBLEM Special HALVORFOLD Pass Case



**TAN PIGSKIN
BLACK & BROWN
CALFSKIN
BLK. & BR. MOROCCO**

**8-12-16 OR MORE
PASS CAPACITY**

**FREE! 23K Gold Name
Address and any Emblem**

**SEND NO MONEY
PAY NO C.O.D.**

Use The Halvorfold A Week Free

Newly perfected, extra thin model HALVORFOLD—Pass-Case Bill-Fold, Card Case—just what every Elk needs. No embarrassing moments fumbling for your passes—just snap open your HALVORFOLD and they all show, each under separate, transparent non-inflammable acetate face, protecting them from dirt and wear. The ingenious Loose Leaf Device enables you to show 8 or more passes, membership cards, photos, etc. Also has Card and Ticket Pocket besides large currency compartment at back. Made of finest PIGSKIN, MOROCCO and CALFSKIN, durable and has that beautiful, soft texture, that shows real quality. All nylon stitched. Gold Plated snap fastener for added beauty. Size 3 1/2 x 4 1/2" closed. Just right for the hip pocket. (Flattens to only 1/4" thickness.) Backbone of Loose Leaf Device prevents breaking down. You simply can't wear out your HALVORFOLD. 23K Gold Name, Address and Emblem FREE. This would ordinarily cost you \$1.00 to \$1.50 extra. An ideal gift with your friend's Name. And now for a short time I am making the extraordinary offer of giving FREE TO ELKS my genuine leather Key Case (illustrated at right) merely for the privilege of showing you the HALVORFOLD—No-no strings.

Free Examination! Send No Money—No C.O.D.

Read my liberal offer in coupon. No strings to this (the genuine matching key-case is yours whether you keep the HALVORFOLD or not)—just send the coupon and your HALVORFOLD and key-case come by return mail. No C.O.D.—no payment of any kind. Examine the HALVORFOLD carefully, slip in your passes and cards and see how handy it is. Show it to your friends and note their admiration. Compare my \$4.90 leader and the other offers with wallets at twice my price. No obligation to buy. I trust ELKS and their Ladies as square-shooters and am so sure that the HALVORFOLD is just what you need that I am making you the fairest offer I know how. Don't miss this chance. Send Coupon Now—Today!

FREE TO ELKS AND THEIR WIVES



This matching key case with your Name in Gold for the privilege of showing you the HALVORFOLD. Handiest thing you ever saw for car or latch keys. Keeps 4 keys on strong steel hooks. It's yours whether you keep the HALVORFOLD or not.

DON'T MISS THIS FREE OFFER—WRITE TODAY

HALVORSEN, P.C.M.—Station G—Dept. 53, Jacksonville, Fla.
Send me HALVORFOLD for free examination, with name, address, etc. in 23K Gold as per instructions below—also the FREE Key Case to match. If I decide not to keep the HALVORFOLD, I'll return it at your expense within a week. If I keep it, I will send your special price as below. HALVORFOLD comes regularly for 8 passes, for 12-pass add 25c, 16-pass 50c. Check square for your choice:

- ☐ Tan, Genuine Pigskin with gold plated button.....\$4.90
- ☐ Black ☐ Brown, Real Morocco with gold plated button.....\$5.90
- ☐ Black ☐ Brown Calfskin—14K solid Gold Corners & button \$15.00

For protection mention here your Lodge.....

Name.....

Address.....

2% Off to save bookkeeping. If you prefer to send cash with order. Money back, of course, if not satisfied. Check TOOLED emblem: ELK ☐ MASON ☐ K. C. ☐ NONE ☐

Genuine GABARDINE DRESS PANTS

For Year-Around Wear

SAVE 1/2
Up to \$12.95 VALUE
\$5.95 PR.
Only

2 Pairs \$11.75 Receive \$2.50 Belt FREE

SLIGHT FACTORY IMPERFECT

GET BIG DOUBLE SAVING! Save Half what you'd expect to pay for such quality! SAVE STILL MORE by ordering 2 pairs—and receive a \$2.50 fine solid leather belt FREE!

UNEQUALLED VALUE! GUARANTEED QUALITY! Genuine 2-way, 2-ply gabardine. For dress, school, play or work. Smartly styled. Beautifully tailored. Extra firm hand finish. Holds crease. Retains neat press. Stays crisp and fresh after hours of hard wear. Shine resistant. Zipper front. 5 roomy pockets. Imperfections hardly noticeable. Absolutely do not affect wear. Thousands sold to pleased customers all over the world. Money back guarantee. "So pleased I want 2 more."—T.V.D. (Pa.). "Pants are fine. Would have cost \$14 to \$15 here."—J.D.C. (Ariz.).

COLORS: Blue, Tan, Gray, Light Brown, Dark Brown, Blue-Gray, Green. **WAIST:** 28 to 42 pleated front; 28 to 50 plain front.

Many Sensational Savings

GABARDINE SPORT SHIRT. Guaranteed washable rayon gabardine. 2-way collar. 2 large pockets. Pleated sleeves. Adjustable cuffs. Gray, Tan, Brown, Yellow, Green, Wine. **SIZES:** small, medium, large. \$5 value. \$3.95. 2 for \$7.45.

CORDUROY SPORT COAT. Fine narrow wale corduroy. Full rayon lined. Padded shoulders. Patch pockets. Maroon, Brown, Green, Gray, Blue. **SIZES:** 34 to 46. \$19.50 value. Only \$9.95.

POPLIN SPORT JACKET. DuPont-Zelon-treated. Turns wind, showers. 2 pockets. Zipper front. Rayon lining. Tan, Gray, Red, Green, Blue, Brown. 34 to 46. \$7.50 value. \$4.95.

TRENCH COAT. 100% waterproof! Gabardine twill, rubber coated on inside. Raglan shoulders. 34 to 46. \$10 value. \$6.95.

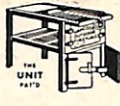
PLEATED OR
PLAIN FRONT
WRINKLE
RESISTANT
ZIPPER
FLY
CHOICE OF
7 COLORS

SEND NO MONEY

Send name, waist size for pants, state if 1 or 2 pairs—size for shirt, coat, jacket, trench coat. For prompt delivery give 1st, 2nd, 3rd color choice. Pay postman price plus small postage. Or send money and save postage. Satisfaction guaranteed or money refunded.

LINCOLN TAILORS Over 50 Years in Business **DEPT. EL-1 Lincoln, Nebr.**

GUESTS LOVE IT!



... that deliciously different taste of steaks, 'burgers' or weiners cooked outdoors over a fragrant wood or charcoal fire. Entertaining is fun—and easy, too—when you have a Hancock Outdoor Fireplace. Let us show you how simple to build with Hancock "skeleton" units and our complete plans.

Mail 10c today for 4-page Plan sheet—with working drawings for a variety of designs.

PLANS
10c

HANCOCK IRON WORKS

82 W. Pike St.

Pontiac, Mich.

WHY DON'T YOU WRITE?

Writing short stories, articles on current events, business, hobbies, human interest stories, travel, sports, local and club activities, etc., will enable you to earn extra money. In your own home, on your own time, the New York Copy Desk Method teaches you how to write the way newspaper men learn—by writing. Our unique "Writing Aptitude Test" tells whether you possess the fundamental qualities essential to successful writing. You'll enjoy this test. Write for it, without cost or obligation.

Veterans: Course approved for Veterans' Training!

NEWSPAPER INSTITUTE OF AMERICA
SUITE 5832-A, ONE PARK AVENUE, NEW YORK 16, N. Y.

SELL UNIQUE Name-in-Skirt NOTES Earn EXTRA MONEY!



Now, at last, you can offer your friends these excitingly different notes. Just 50 boxes bring you \$25.00. Be different! Sell the unusual! Cute Salt Shakers, musical toys, novel dolls, Secret Pal cards, Eastern Star, Catholic boxes, Kiddy books and records, \$1 Gifts. Largest line Every day Greeting Cards assure top sales. Send today for FREE Note Samples and Cards on approval. Midwest, 1113 Washington, Dept. 5-72, St. Louis 1, Mo.



A Speech For Every Occasion

So you've been asked to make a speech! And don't know what to say! Here's a book that has helped thousands because it contains over 225 short, witty speeches that may be paraphrased or used verbatim.

OVER 450 PAGES.
ORDER TODAY! Send Money Order or check for only \$3.00 and save postage, or pay Postman \$3.00 plus postage.

Complete Catalog EE on Request.
NOBLE & NOBLE, Publishers, Inc.
67 Irving Place, New York 3, N. Y.

CASH FOR SPARE TIME

Make a good extra income with the Foley Saw Filer. Foley-filers saw cut smoother, faster, bring repeat cash business. No experience needed — FREE PLAN starts you. Write FOLEY MFG. CO., 134-2 Foley Bldg., Minneapolis 18, Minn.



BE AN ARTIST

Learn to Draw for Money
Commercial Art, Designing, Cartooning—all in one complete course. No experience necessary to qualify for good-paying jobs. Our famous method has trained thousands since 1913. TWO ART OUT-FITS furnished. Low tuition; easy terms. Ask about TRIAL PLAN—get the facts in FREE illustrated book, "Art for Pleasure & Profit."

MAIL COUPON FOR FREE BOOK

WASHINGTON SCHOOL OF ART
Studio 491F, Washington 5, D. C.

Name.....
Street..... Age.....
City..... Zone..... State.....



political tension not only could lead to the spreading of the rearmament program over a greater period of time than is now envisaged but could also have a pronounced effect on the buying habits of the people. On the other hand, if the Korean war does not terminate, and particularly if the international political situation should for some reason or other be aggravated, there could result a renewal by business and consumers of the stampede to buy which developed early this year. This clearly indicates how cautious businessmen in general must be in making their plans for the future. Conditions at present warrant the following conclusions:

1—The rearmament program and capital expenditures by corporations will continue.

2—The business pattern of the economy will not be uniform. The soft goods industries, while they will do better in the new year than at any time since March, 1951, will continue to operate throughout the year in a highly competitive market.

3—The industries directly or indirectly connected with the defense effort will be operating throughout 1952 at capacity and at least during the first half of this year they will suffer from shortages of certain commodities, notably metals. However, the productive capacity in these industries also is increasing rapidly, and if the international political situation should improve, the supplies, even of metals, ought to be larger. When the rearmament program and capital expenditures by corporations begin to taper off (not an imminent prospect in 1952), all industries in the country will be operating in a buyers' market, with all that this implies.

4—Credit during the past year has become tighter than before. In part this is the result of the changed open market policy of the Reserve authorities which made availability of Reserve bank credit more difficult and more risky. The changed open market policy has also prevented the free conversion of government securities held by institutional investors into cash. In part the tightening in credit conditions is the result of the sharp increase in the volume of commercial loans brought about by the large volume of business activity and the high cost of doing business. High corporate taxes and the acceleration of taxes under the Mills Plan also have made business more dependent on the banks for working capital. The tightening of credit is an element which deserves the most careful attention on the part of businessmen, particularly small and medium-sized. The ability of the banks to lend is limited in part by their capital resources, and many banks already show a rather large ratio of risk assets to their own capital resources. Under these circumstances, and particularly in view of the highly uncertain international political situation, it is not wise to accumulate inventories on

borrowed money in the expectation of large profits later on.

5—While the inflationary forces in the United States are still pronounced, there are also important anti-inflationary forces operating in the economy. The best antidote against inflation is production, and the productive capacity of the country is steadily rising. While wage rates have increased for many beyond the rise in the cost of living, and while the farmers are prosperous, those whose income is not flexible are unable to buy to the same extent as before.

6—Commodity prices, at least in the immediate future, will tend to inch upward, stimulated primarily by the increased cost of doing business, notably wages; but the increase from now on is bound to be only moderate.

7—The labor situation is highly uncertain and demands for increases in wages have been made by a number of powerful unions. Undoubtedly some increases will be granted.

8—While the outlook for business in general is good and while we can look forward toward the year 1952 with a great deal of confidence, it should be borne in mind that the current prosperity at least in part rests on increased military expenditures by the Federal government, which while highly desirable at present, do not lead to an increase in the national wealth of the country. Military expenditures of the present magnitude cannot be maintained indefinitely. Sooner or later they are bound to decrease. The same applies to capital expenditures by corporations, which have been high since the end of hostilities in 1945. The decline in military and business expenditures will come at a time when the productive capacity of the country is bound to be higher than ever before. The present, therefore, is a time for business, large and small, to take a longer-range view and to consider not only the general outlook for business in 1952 but also the position of the individual corporation or business concern and to raise the question: what will happen once the present artificial stimuli come to an end?

In conclusion, business conditions during 1952 should be satisfactory. In many lines competition will be keen. In others competition will develop toward the end of the year. Low-cost producers and distributors will do well. Those who believe that the inflation is permanent and that the forces of inflation will do the selling for them are bound to come to grief. The principal tasks before the United States today are to strengthen its military might, to keep the economy sound and to maintain the integrity of the dollar. The first is gradually being achieved; the latter are the responsibility not only of government but of the entire population. If all economic groups practice restraint, there are valid reasons to believe that we will keep our economy strong and that we will be able to have both guns and butter.

In the Doghouse

(Continued from page 25)

a sibilant in the name, as soon as she heard it she'd respond. Another friend of mine, an amateur radio operator, named a particularly noisy puppy Broadcaster—and the dog lived up to it, often to the distress of the neighbors.

If you have a dog eligible for registration with the American Kennel Club and you want to register him, the matter of a name becomes a real job, as the AKC doesn't permit duplication of names, nor will it allow names of more than 25 letters. The only exception to this rule is for foreign-bred and foreign-named dogs. So great is the likelihood of name duplication that applications for registration contain three blanks to be filled in with names suggested by the dog's owner. With the thousands of dogs registered, you can see how easily name duplication could occur. Frequently, the three choices given the dog's owner aren't enough, and still more names have to be filed; but once a dog's name is accepted and registered, it can never be changed officially.

If you've attended a dog show, or thumbed through a show catalog, this won't surprise you, but if you haven't, hold on to your hat. Here are a few purebred names taken at random from the catalog for one of America's largest dog shows. There's a pointer with the name of Bryant's Buckeye Gangbuster, and a boxer that answers to the fancy Lambi Fandango of Pequa. Then there's a Great Dane named Honey Hollow Angelina Mia—a gal, of course—and a miniature

poodle that checks in with Bric-a-Brac Bartender. Among the smallest of all dogs, we find a Chihuahua that you could mail clear across the United States for a three-cent stamp, with the awe-inspiring name Juggernaut; and there's a black cocker spaniel that competes with the name Hickory Hill Jet Bomber.

Are these names used back on the dogs' home grounds? The answer is No. If the dogs are part of a large kennel they probably aren't called by any particular name; when a kennel dog is singled out for special attention by the kennel man or owner, it is more likely to be called Bill or Mike or something else convenient.

In addition to prohibiting any name duplications, the American Kennel Club does not sanction the use of a name of an important individual—such as the President of the United States or any other prominent person. Nor does it accept for registration any name that may be vulgar or offensive. The Jockey Club, governing body for American horse-racing, follows a similar course. I recall that some years ago an owner wanted to register a horse under the name Cuspidor. If my memory serves me right, that name was turned down. Still another horseowner, during the administration of President McKinley, tried to name a horse after that personality. He, too, was turned down, but came up with an ingenious substitute in the name of Kinley Mack—and the horse was a big stake-winner too.

Rod and Gun

(Continued from page 14)

a great deal more about it when he was a boy than he does now. That's a pretty good indication that the subject can get involved. All I know is that every duck can fly fast and some probably can fly faster than others; and (this is the bad part) the puddle ducks, such as mallards, pintails and teal, can fly slowly when they like, too. And you can miss them for that.

So now we're going to shoot some ducks, and the wind is blowing. Give me a windy day for ducks. The wind kicks them off the open water and makes them fly. They trade back and forth, looking for sheltered spots where they can rest in comfort, and we'll get some shooting. We'll get more shooting than ducks, most likely, but a hunter shouldn't ask for anything other than birds in the air and plenty of ammunition.

We're hidden in the willows on a point that runs out into a lake from the windward side. The ducks are picking up off the open water in twos and threes and great smoky rafts and they're beating up against the wind to settle in the smooth water along our shore. There are all kinds of shots. High birds come in overhead, beating their way directly into the

wind. Little bunches are flying back and forth across the wind, parallel to the shore. A few mallards are riding the wind in from the fields where they've been feeding, coasting down low and fast.

Those ducks hammering their way directly into the gale look easy, don't they? Brother, don't be fooled! That old green-head hanging there, maybe making ten miles an hour, ground speed, is in range. You take him.

You missed him! Well, what do you think of that? And you led him a good two feet, too. I'll try that pair working along the shore, cross wind. Hmmm. Must have been a hole in the pattern. This goes on and on.

Wind makes duck hunting, but it does tricky things to shot. One day I was shooting from a river island and there was a hard downstream wind. A pair of goldeneyes came along, maybe twenty-five yards high. They were quartering upstream about fifteen feet apart, with the drake ahead and five feet farther into the wind than the duck. I wanted his feathers for fly tying, so I gave him what I considered a good, long lead—although they were barely moving—and pulled the trig-

CORTINAPHONE
makes it FUN to



SPEAK FRENCH-SPANISH

RUSSIAN - GERMAN
ITALIAN - BRAZILIAN - JAPANESE

"Learn by Listening" to CORTINA RECORDS, at home, the NATURAL way—quickly, easily, cheaply.

Only 15 Minutes a Day!

The Cortina method, famous for 70 years, teaches you to speak like a native. THOUSANDS have found it the most fascinating, most effective way to learn languages for Pleasure, Business, Travel, Culture. INVESTIGATE!

Send For FREE BOOK!

Illustrated 32-page book, "The Cortinaphone Short-Cut" sent FREE. No obligation. Tells just what you want to know. Interesting. Get it!

ALL NEW RECORDINGS ON UNBREAKABLE RECORDS

WRITE TODAY

CORTINA ACADEMY (Est. 1882)

Suite 421, 105 W. 40 St., N. Y. 18, N. Y.

Please send me—without obligation—your free book.

I am interested in (check)

☐ French

☐ Spanish

☐ German

☐ Italian

☐ Brazilian

☐ Russian ☐ Japanese

Name.....

Address.....

City.....

State.....

☐ **VETS!** Check if NOW eligible under G. I. BILL.

I'LL GIVE YOU

12 NEW STAINLESS STEEL POTS AND PANS IF YOU'LL GIVE ME A FEW MINUTES OF YOUR TIME!

Here is exciting news for those who want to make extra money—up to \$125.00, by just starting a Carlton Cookware Club among friends and neighbors. Club privilege permits your friends to get Matched Sets of Stainless Steel CARLTON WARE without missing the money—on sensational new Easy Payment "Add-A-Piece" Plan—PLUS up to \$8.00 worth of gift bonuses. And you get your own sparkling 20-use MATCHLESS SET as free bonus, plus as much as \$125.00 in cash. No experience needed. We show you everything—appoint you Club Secretary—supply everything FREE, including sample of new kind of stainless steel. Be first. Rush name. No charge, now or ever.

CARLTON OF CARROLLTON, Dept. 361, Carrollton, Ohio



GIVE THIS 3 1/2 QUART STAINLESS STEEL MIXING BOWL TO MEMBERS OF YOUR CLUB

SAVE TIME AND TROUBLE ON THE ROAD



• Drive by HULL AUTO COMPASS—eliminate wrong turns, back-tracking, tension and fatigue. For proved accuracy, dependability, insist on a Hull—the one famous name in auto compasses. Write for local dealer's name, free literature.

"SURE DIRECTIONS WITHOUT STOPPING"

HULL MFG. CO.

P. O. Box 246-EE12 Warren, Ohio

BeaconLite \$6.95

STREAMLINE \$4.95

LAW FREE BOOK

Write today for a **FREE** copy of "The Law-Trained Man" which shows how to qualify at home for the LL.B. degree and a bar examination through the famous Blackstone law course compiled by 60 expert law authorities. Big 17-volume law library furnished. Moderate tuition; easy terms.

BLACKSTONE COLLEGE OF LAW
225 N. MICHIGAN AVE., Dept. 111, CHICAGO 1, ILL.
A Correspondence Institution Founded in 1890

OWN Your Own Business



LIFETIME INCOME
Clean and Mothproof rugs and upholstery "in the home" or institutions. Start full or part time. Alert dealers can average \$4.50 hourly gross profits on service they render, and \$3 on EACH of their servicemen at National Price Guide charges. Easy to learn... quickly established. **DURACLEAN** cleans by absorption! No shrinkage. Dirt and grease vanish... colors revive. Furnishings used again same day. **DURAPROOF** resists moths, and carpet beetles. Backed by a Money Back 4 Year Warranty. We furnish enough material to return your total investment. Send for **FREE** Booklet... full details.

DURACLEAN CO.

2-541 Duraclean Bldg., Deerfield, Ill.

ger. To my surprise, the duck fell. With the assistance of the wind, I had centered her perfectly.

The thing that fools a fellow on this kind of shot is that most of us think of the flight of waterfowl in terms of ground speed—like a car moving along the highway. Actually, once the shot leaves the gun barrel, it is air speed that counts. A duck flying into the wind may actually be moving through the air at the rate of fifty miles an hour, but moving over the ground at only twenty per. We have to remember to give it the fifty-miles-per-hour lead in order to connect.

Of course, few ducks ever fly absolutely straight into the wind, and one cutting it at an angle doesn't point where he's going; he has side slip. One of the best ways to miss him is to shoot where he appears to be headed. You've got to remember that he's pointed one way and going another and lead accordingly. I think this is one of the trickiest shots in duck hunting, and I miss it far more often than not. But I do love to try.

ANOTHER THING that helps to involve the apparently simple problem of hitting ducks is the question of range. Obviously, the farther away a duck is, the farther ahead of him you have to shoot. The rub comes in guessing how far he really is. An upland bird flying over stubble or brush or a duck flying close to the water is not so hard. When a duck is flying overhead, however, there is nothing else in the scene by which your eyes can judge the distance. The only aids are a great many years of experience and thousands of empty hulls on the floor of the blind.

There are tables that give the flight speed of various ducks and the rate at which shot travels. They'll tell you, for example, that a canvasback flying overhead at forty yards requires a lead of twelve feet. Or eight feet, or sixteen feet. I don't know because I don't pay any at-

tention to them. I think most of them were figured out by fellows who once shot a duck.

You never know exactly how far away a duck is; how fast he is flying, or what breeze there may be thirty yards above the blind to complicate matters further. And the tables don't allow for variations in reaction time: it takes some men longer than others to get the shot on the way after the brain says, "Pull."

If you are agreed by now that it is next to impossible to hit a duck, friend, you and I are in the same boat. But that's what makes it so wonderful. That is why so many experienced hunters would rather shoot ducks than anything else.

Fortunately, there are a few tricks to duck shooting that make it less difficult than it appears. These lie in the method of leading. Some hunters estimate the range, swing their guns along ahead of the duck, maintaining the required distance, and pull—making sure that they keep the gun moving. That is the method I used for years. I don't recommend it.

It will kill ducks provided you don't stop the gun when you pull the trigger, and provided your guess at the distance was reasonably close. Most good duck shots that I know do this: they bring the gun up from behind the duck, following his line of flight, but moving it faster than he is going. As the muzzle passes him, or just after it has passed him, they shoot, being careful to maintain the same fast swing during and after the instant it takes them to pull the trigger.

This may sound slipshod. Maybe it is, but it kills ducks. Fortunately, your lead doesn't have to be exactly right. The shot string out somewhat as they are going through the air, and all you have to do is to get this column of shot ahead of the duck so that he will fly into it. (If I could hit 'em in the air like I can on paper, I'd be a second Fred Kimball.)

It seems to me that entirely too much emphasis has been placed on long-range

shooting during the past few years. One of the surest ways to miss ducks is to shoot at them farther away than forty yards. I'll concede right now that there are a few men capable of killing ducks with reasonable consistency at fifty or sixty yards. And a heavy load of big shot, fired from the right gun, will do it.

But most of us can't hit a duck so far away. If Sir Isaac Newton had been a duck hunter, I imagine he would have worked out a formula something like this: "The difficulty of intercepting a flying waterfowl with a load of shot at ranges beyond thirty yards increases directly as the square of the distance." Not being a mathematician, I can only say that it is many times more difficult to hit a forty-yard duck than a thirty-yard duck, and that a duck fifty yards up in the air is simply out of my class.

This conclusion was reached the hard way. I went through a session of using long-barreled, tightly bored guns with heavy loads of big shot, and I occasionally killed a duck so high that his breast split when he hit the ground. But I missed a great many more than I hit, and I feel sure now that I put one or two shot into many ducks that I didn't get. Such birds usually fly away, apparently unhurt, but they wind up dead or crippled along the edge of some slough. Marsh hawks and prowling house cats get most of them.

This is poor conservation. My present belief is that it is better to use moderate loads of small shot and to shoot only at ducks that are within reasonable range. Using this system, I usually either kill them or miss them. It's along the line of Bob Nichols' hunter's prayer which, as I recall, went something like this: "Lord, give me grace to kill clean; and if I can't kill clean, let me miss clean."

That's a mighty good objective. We could have another duck in the bag limit if each hunter would cut his cripple loss in half.

Yankee Trader

(Continued from page 11)

Horace Stoneham, boss of the New York Giants. O'Malley's method is to sail through a hotel lobby, picking up his dinner guests as he goes, eventually piling them all into cabs bound for one of his favorite restaurants.

Stoneham's is even more informal. Knock on his hotel suite door to ask a simple question and you're likely to leave two days later.

Weiss's shyness extends right down to the final post-midnight moments of his lavish repasts. Chances are he'll have someone like Casey Stengel around to carry the conversational ball with his Daffiness-Dodger-days stories. Weiss, in his own conversation, will unconsciously gravitate toward the older newspapermen in the room, as though seeking a link with a less troubled past—although it's

rather difficult to discover anything troublesome with Weiss's present. How can a man generally regarded as the most successful operator in baseball yearn for any "good old days?"

A NEW YORK sportswriter coined the derisive "Trader George" in June of 1950, after Weiss had sent a couple of pitchers, Don Johnson and Duane Pillette, to the St. Louis Browns, along with George Stirnweiss, Jim Delsing and \$50,000, in return for two Brownie pitchers, Tom Ferrick and Joe Ostrowski, and a third baseman named Leo Thomas. The Yankees weren't interested in Thomas, but they were seeking relief pitching support after it had become obvious that Joe Page, the sensational reliever of the previous year, was definitely on the down-

grade, following the good year-bad year pattern of most relief pitchers.

There were a lot of raised eyebrows when people recalled a deal for Fred Sanford of the Browns the season before. The question, "Is Weiss going to be stuck again?" was voiced in several places. Sanford had been a losing pitcher with the Browns but had won a dozen games for them the last season he pitched in St. Louis. Weiss felt that with a club like the Yankees behind him Sanford could double his victories and become the big winner. He had backed his judgment with players and \$100,000. Weiss was wrong in this case, and people said he was going to be wrong again on Ferrick and Ostrowski.

But he wasn't, and although a great many people insist that the 1950 Yan-

kees wouldn't have won without young Whitey Ford's nine-and-one record that year, the total of nine victories chalked up by Ferrick and Ostrowski that season didn't exactly hinder the Yankees on their way to another pennant. That fall Ferrick got a taste of high living by pitching one inning of relief in the third game of the World Series against the Phillies. He even emerged with the victory, too.

THE FOLLOWING June—zingo, Ferrick was traded to the Washington Senators in the deal that brought Bob Kuzava to the Yankees, a June 15 deadline swap which gave the Yankees a fourth member of what was to prove to be a winning 1951 pitching staff. When Kuzava came to the Yankees it was discovered he had a bad heel. He pitched only two innings of relief in his first two weeks with the Yankees and it wasn't long before the cry of "Trader George, oh, oh" was raised again.

Then Kuzava settled down and started to win the way Weiss had figured he would, and the clamor died away. Kuzava went on to pitch .667 ball for the Yankees and more than pulled his own weight on the way to the pennant.

For Kuzava, Weiss gave up Fred Sanford (ouch, my \$100,000), Bob Porterfield—a personal favorite of his—and Ferrick. He thought he had found the man who could help the Yankees win, and that was the prime consideration.

He went ahead with his plans and they proved to be correct. In twenty years Weiss has been right a great deal more than he has been wrong.

Weiss's most daring and profitable trade was for the great Joe DiMaggio. In this instance he depended largely upon the savvy of his West Coast chief scout,

the late Bill Essick, and upon the report of the doctor who examined Joe's knee. Joe had injured it with a bad step out of a crowded jitney cab one day. Although a child could tell that the San Francisco Seals' outfielder was undoubtedly a potential major-league star, all the clubs were shying away from him because of his dubious under-pinning. All except the Yankees.

Weiss told Essick to have his own doctor in Los Angeles examine DiMaggio quietly. Essick did. The doctor's report was that DiMaggio eventually would be as good as new. So Weiss, still playing the unsuspecting dupe, offered the San Francisco club five players and \$25,000. Just to make it look extra good Weiss said he wanted DiMaggio for delivery to Newark, not the Yankees.

He secured a one-year option on DiMaggio by giving the Seals the five players. That season DiMaggio hit .398 against Coast League pitching and he undoubtedly would have brought \$100,000 in an open market. Unfortunately for the Seals there was no open market, thanks to their having accepted the five Yankee players as security on the deal the previous spring. The Yankee players who went in that deal? There isn't one person in a thousand who can recall their names.

George Weiss can, though. "Les Powers, Ted Norbert, Floyd Newkirk, Jim Densmore and Eddie Farrell," he ticks off. "Farrell refused to report. He later became a dentist."

Chances are that you, too, would have those five names etched in your memory if you had consummated a deal like that one.

A season or two later Weiss started a "chain-reaction" trade which will prob-

What Every Hard of Hearing Person Should Know

"CAN I GET a hearing aid without anything in the ear?—without any attachment to the head?—that doesn't need batteries?—without a cord? Can I get an aid I can wear so that NO ONE will know I am hard of hearing?"

A new FREE booklet, "What Every Hearing Aid User Should Know", by the author of a 700-page text on hearing instruments, gives you the FACTS. It tells the truth about hearing aids and will save you many hard earned dollars.

DON'T BUY UNTIL YOU READ IT!—until you know what every hearing aid user *should* know.

Just put your name and address on a penny postcard and send it to L. A. Watson, Room 87E, 21 North Third Street, Minneapolis 1, Minnesota. Your copy of this valuable booklet will come to you FREE in a PLAIN WRAPPER by return mail.



L. A. WATSON

L.A. Watson



Reflexite

AUTO EMBLEM

3 1/2" Emblem in 5 colors. Stainless Steel frame. Attaches to license plate. Shows up clearly day and night.

Price each, prepaid \$1.50

RUSSELL-HAMPTON CO.

325 W. Madison, Chicago 6, Ill.

ACCOUNTANT BECOME AN EXPERT

Executive Accountants and C. P. A's earn \$4,000 to \$10,000 a year. Thousands of firms need them. We train you thoroughly at home in spare time for C. P. A's examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of C. P. A's. Placement counsel and help. Write for free book, "Accountancy, the Profession That Pays."

LASALLE Extension University, 417 So. Dearborn St. A Correspondence Institution Dept. 1328 H, Chicago 5, Ill.

WRITE 3 WORDS

MAKE \$6.00 PROFIT—

—on 10-Second Demonstration to merchants. Write on glass with amazing Magic Crayon—Presto!—5 color advertising message takes fire—glows like brilliant Neon. Three sales daily bring \$18 profit. Rush name for FREE Sales Kit!

MAXILUME, 125 W. Hubbard, Dept. L-23-A, Chicago 10, Ill.



AUTO WASHER

Your car sparkling clean—in a jiffy—magic "sponge" cleaning-cloth. Simply glide over car. PRESTO! Dust, grease, dirt, grime disappear like magic. Your car gleams like a mirror. Take orders! Make money!

SAMPLES for TRIAL

Sample offer sent immediately to all who send name at once. Hurry, postal will do. **SEND NO MONEY**—just your name.

KRISTEE CO., Dept. 559, Akron 8, Ohio

EXECUTIVE ORDER AND PROCLAMATION

To All Subordinate Lodges and Members of the Grand Lodge of the Benevolent and Protective Order of Elks of the United States of America

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting on authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in New York, N. Y., July 13, 1952, with the opening and public meeting to be held on the evening of July 13 in the Grand Ballroom of the Waldorf-Astoria Hotel. The opening business meeting will convene in the Grand Ballroom of the Waldorf-Astoria Hotel at 9:30 on Monday morning, July 14, 1952, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:30 on July 15, 16, and 17, until the business to come before the sessions is finished.

The Hotel Commodore has been selected as headquarters for the 88th Session of the Grand Lodge, where Grand Lodge officers and committeemen, district deputies, delegates, and Grand Lodge members will register and receive their credentials.

HOWARD R. DAVIS, Grand Exalted Ruler

Attest: J. E. MASTERS, Grand Secretary

ably stand as the tops in its category for all time. He parlayed \$500 into \$92,500, and no one needs be told that fifteen years ago \$92,500 really represented \$92,500.

The original investment represented the bonus given to Willard Hershberger to sign with the Yankee organization. It was obvious that Hershberger wasn't going to supplant Bill Dickey behind the plate, and eventually Weiss sold him to the Cincinnati Reds for \$20,000.

Maintaining the bland expression developed in the days when he sold as much as \$300,000 worth of talent from his New Haven club, Weiss requested a "throw-in"—some Cincinnati player, in other words, who would take the sting out of the Yankees' losing a man such as Hershberger at so ridiculously low a figure.

The Reds were in an expansive mood. They threw in a young shortstop named Eddie Miller. Yes, it was *the* Eddie Miller.

One year later Miller was sold to the Boston Braves for \$12,500 and—get this—five players. Vince DiMaggio, Johnny Riddle, Gil English, Tommy Reis and Johnny Babich. At this point the neutrons, or whatever pop out during a chain-reaction, started popping. Weiss went back to the Reds and convinced them that Vince DiMaggio was worth \$37,500. The same club came through with \$7,500 for Riddle, and then Weiss unloaded English and Babich elsewhere for \$7,500 each.

The chain-reaction involving Buddy Hassett was just as impressive, although it extended over a longer period. Hassett came out of Manhattan College in New York City during the depression days of 1933. The \$3,000 bonus the Yankees offered him to sign looked big to Buddy. Compared to some of the inducements offered in those days it was big.

Hassett murdered minor-league pitching down in Wheeling, Norfolk and Columbus, never hitting below .334, but the Yankees had a first baseman, Lou Gehrig, who was doing the same thing to major-league pitching.

So Hassett was sold to Brooklyn in 1936 for \$40,000, and did well for them before he was traded to the Boston Braves three years later. But before Weiss left the negotiating table he got his Brooklyn "throw-ins," Johnny McCarthy and Ralph Boyle. He explained that the \$40,000, and that alone, would look pretty silly trying to play first base for the Newark club.

Before the year was out, McCarthy was sold to the Giants for \$40,000 and Boyle was traded for Jimmy Gleeson, who eventually brought \$25,000 from the Cubs.

But that wasn't the end. In 1942 the Braves, with their eye on Tommy Holmes (then playing the outfield for Newark), offered the Yankees \$22,500 AND Buddy Hassett for Holmes. By this time Gehrig was gone and the Yankees were happy to have their fine, singing first baseman



A scene that moves into baseball history—Dan Topping, left, and George Weiss signing Joe DiMaggio for the 1949 season. As we went to press, the Yankee Clipper announced his retirement as a player after thirteen memorable seasons. George Weiss's far-sighted baseball instinct brought DiMaggio to the Yankees from the San Francisco Seals—and a Yankee he always was in the tradition of Ruth, Gehrig, Dickey, Rizzuto and many others.

back. Hassett wasn't sorry either. He wound up with a World Series team that year.

Apparently all of this is easy, if you know how. Weiss knows how. He comes from a section of the country which traditionally produces keen traders, although hailing from any of the New England states doesn't necessarily mean that you're going to wind up with writers' cramp from scribbling large amounts on checks.

WEISS WAS born in New Haven five years before the turn of the century and was the oldest son of a grocery-store owner. He was neither a stand-out baseball player nor a frantic fan.

As a starter he fooled around with his class team at New Haven High School. In most high schools, coming out for your class team means that you practically make it automatically because of the mathematics involved. Usually when only nine kids turn out all of them have to play if there is to be a ball game. New Haven was no exception.

Weiss pointed for the varsity, but as its manager. It turned out to be a good team, so good that when it graduated the following Spring Weiss had an idea and broached it to the boys. "Let's play some semi-pro ball," he suggested. "You play and I'll make the dates."

The boys took the name "Colonials", and it was soon a name to conjure with in that section of Connecticut. They went on to college, but they came back the following summer to play vacation semi-pro ball for Weiss. Weiss meanwhile was a student at Yale but had to leave the University after his second year. His

father died and someone had to take over the store.

In 1914 Weiss started to show the first signs of superior organizational ability. He signed several Yale baseball and football stars to draw the local trade. Then, with one eye on the local ordinance banning Sunday ball and the other on the fact that the populace twiddled its thumbs on a Sunday afternoon, he booked his club to play games at Lighthouse Point, an amusement park in East Haven outside the city limits.

At that time there was no Sunday ball in either New York or Boston, and Weiss started to draw the big name players, offering, as powerful inducements, sums as high as \$800 for a single appearance. He had them all—players such as Cobb, Johnson and the rest. On several occasions he brought in an entire major league club, which bit into the proceeds in enthusiastic fashion. Weiss didn't mind. It made the operation of the Eastern League's New Haven club look like strictly bush by comparison.

There were territorial rights involved, and Weiss had been giving the New Haven club a share of the gate receipts. When the ante was more than doubled in 1915—after Weiss had brought in the World Series championship Boston Red Sox—Weiss balked at the barefaced robbery and played the game anyway. Babe Ruth pitched for the Red Sox and the game ended in a 3-3 tie.

The Red Sox played against the express orders of Ban Johnson, then president of the American League, and Johnson fined them their World Series medals and the \$3,000 guarantee they had received from Weiss for the game. More-

over the league passed a rule, still in effect, that prohibited more than three members of a World Series team from appearing together in a post-season contest.

Weiss then launched into what was practically open warfare with the Eastern League. Four years later he had beaten them so badly that, following the old precept, "If you can't beat 'em, join 'em," the League offered Weiss the New Haven franchise for a paltry \$5,000.

He was now in business, a full-fledged operator, at twenty-four years of age. For the next ten years he operated in his own home town, and every time he made a sale which went toward his eventual total of \$300,000, somewhere in the majors someone remembered him as a smart young man.

THE EASTERN LEAGUE folded in the depression, but Weiss had already spotted the trend. In 1929 he sold out and became general manager at Baltimore. In three years there he sold a quarter of a million dollars worth of players and was ready for his step into the big time.

It came at a place called West Baden, Ind., where the annual baseball meetings were held. They took place at an isolated hotel, primarily a health resort, and having nothing better to do, Weiss went for a stroll in the garden.

He bumped into Col. Jacob Ruppert, also walking, but with something to do. He was looking for Weiss. The Colonel wasted no time:

"Weiss," he said, "I have just bought the Newark club. I am going to start a farm system, and I want you to run it." Then the Colonel went on to say that he would consider Weiss as successor to Ed Barrow, the Yankee general manager, if anything happened to Barrow.

Weiss took over as Yankee farm boss Feb. 12, 1932, a date etched forever in his mind. There's another one, however, which has made an even stronger impression, a late Saturday night in December nine years earlier.

On Dec. 9, 1923, several sections of the westbound 20th Century Limited were in a wreck thirty-five miles east of Erie, Pa. Nine people were killed and thirty were injured. Most of those killed or seriously injured were in the last car of the second section, rammed by the onrushing last section of this crack flyer.

It was an unusual post-midnight accident. Because of heavy week-end traffic the 20th Century was being operated in three sections that night. It was foggy, it was raining and all three sections were running behind time.

About 800 feet east of Forsyth, N. Y., a couple of men were stalled in their car while attempting to drive across the tracks. They heard the oncoming train and leaped to safety just in time.

In the ensuing crash their auto was wrecked and set afire. The first section ground to a halt, and after its crew had determined that the occupants of the

New! All Inclusive! Low Cost!

A Sensationally New POTENT

All Vitamin-Mineral Supplement

Embodying the latest nutritional developments . . .

The MAYON Formula

13 Vitamins — 12 Minerals including

"Red" Vitamin B-12 (THE AMAZING DISCOVERY RECENTLY DESCRIBED IN READER'S DIGEST)

Here is the most potent therapeutic vitamin supplement ever offered in a single capsule, containing the dramatic new factors, Folic Acid and the amazing RED VITAMIN B-12. The intriguing results from tiny dosages of RED VITAMIN B-12 were described in READER'S DIGEST, in a story of blood regeneration that has thrilled millions.

While it has long been assumed that there is an inter-related dependence of vitamins, minerals and trace mineral elements in enzyme and hormone activation, recent clinical observations substantiate these conclusions and establish their value in nutrition. Accordingly, the Mayon Formula also supplies in a separate capsule, 12 minerals with Liver and Yeast. No other supplement is so all-embracing, so potent and yet so inexpensive. It is the greatest vitamin value ever offered combining all factors usually found in multi-vitamin capsules as well as B-complex and mineral capsules. With but two capsules, nutritional supplementation is made simple and less costly than ever before. You can give up combinations and dozens of capsules formerly required to secure the potencies supplied in the truly remarkable Mayon Formula.

Note the High Potencies in this Outstanding Formula

Each MAYON vitamin capsule contains:

Vitamin A	37,500 units	Vitamin B12	3 Mcg.	Vitamin E	15 Mg.
Vitamin D	2,000 units	Vitamin B6	2 Mg.	Niacin Amide	175 Mg.
Vitamin B1	30 Mg.	Folic Acid	1.25 Mg.	Cal. Panto	15 Mg.
Vitamin B2	15 Mg.	Vitamin C	200 Mg.	Choline Chloride	50 Mg.
		Inositol	25 Mg.		

Each MAYON mineral capsule contains:

Liver Fraction (2)	125 Mg.	Iodine	0.15 Mg.	Manganese	1 Mg.
Brewer's Yeast	125 Mg.	Copper	1.5 Mg.	Magnesium	1 Mg.
Calcium	90 Mg.	Potassium	1.5 Mg.	Fluorine	0.1 Mg.
Phosphorus	68 Mg.	Cobalt	1 Mg.	Molybdenum	0.2 Mg.
Iron	30 Mg.	Zinc	1 Mg.		

Daily Dose: One Vitamin and One Mineral Capsule.

50 Capsules — 25 days' supply	\$3.85	200 Capsules — 100 days' supply	\$12.50
100 Capsules — 50 days' supply	6.75	500 Capsules — 250 days' supply	29.00
1000 Capsules — 500 days' supply	\$66		

The Mayon Formula is sold only at address below. Order C. O. D. or save all charges by sending check or money order. Money back if not satisfied.

VITAMIN-QUOTA

One of the World's Largest Distributors of Vitamins. Est. 1923

Dept. 775, 880 Broadway at 19th St., New York 3, N. Y.
1125 Crenshaw Blvd., Los Angeles 19, Cal.

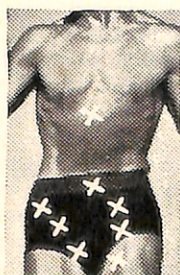
Sales in Cal. Add 3%. Sales in Los Angeles Add 3½%

GIVE Voluntarily TO
MARCH
OF
DIMES
JANUARY 2-31

LOOK for Rupture Help

Try a Brooks Patented Air Cushion appliance. This marvelous invention for most forms of reducible rupture is GUARANTEED to bring YOU heavenly comfort and security—day and night—at work and at play—or it costs you NOTHING! Thousands happy. Light, neat-fitting. No hard pads or springs. For men, women, and children. Durable, cheap. Sent on trial to prove it. Not sold in stores. Beware of imitations. Write for Free Book on Rupture, no-risk trial order plan, and Proof of Results. Ready for you NOW!

BROOKS APPLIANCE CO., 329 State St., Marshall, Mich.



LOOSE DENTAL PLATES RELINED AND TIGHTENED AT HOME \$1.00



NEWLY IMPROVED DENDEX RELINER, a plastic, builds up (refills) loose upper and lower dentures. Really makes them fit as they should without using powder. Easily applied. No heating required. Brush it on and wear your plates while it sets. It adheres to the plates only and makes a comfortable, smooth and durable surface that can be washed and scrubbed. Each application lasts for months. Not a powder or wax. Contains no rubber or gum. Neutral pink color. Sold on MONEY-BACK GUARANTEE. Not sold in stores. Proved by 15 years of Consumer Use. Send \$1 plus 10c handling charge (stamps or coin). Charges extra on C.O.D. orders.

DENDEX COMPANY, Dept. 18-S
2024 West 6th Street • Los Angeles 5, Calif.



WANT TO SAVE GAS? BE PREPARED IF RATIONING COMES

AMAZING GANE NEEDLE TRY ONE FREE IN YOUR CAR!

1/2 MILLION NOW IN USE!

Many Gane Needle Users Report up to 25% more mileage, faster pickup, easier starting and smoother idling. Now Test A Gane Needle in YOUR Car for ten days, then compare your mileage and performance. If satisfied, send \$1.50 per needle (8 cyl. cars take 2). If not satisfied, just return it—fair enough? Since authorities differ on its merits and some users report no improvement, Try Before You Buy! (Gane Needle replaces idling adjustment screw in carburetors—easily installed in a few minutes.)

Write Today, Enclose No Money. Pay Postman Nothing. Just send us your name, address and make and year of car. NATIONAL AUTOMOTIVE RETAIL CORPORATION Dept. E-1, 350 W. Washington Blvd., Venice, California

FREE
Auto Economy Manual
Tells how to save gas, tires, brakes, etc. Also introduces many new economy products. (Sent absolutely free to all who try Gane Needles.)

PROTECT CHILDREN
Keep Pets Clean
with **FLEA-NO MAT**



KILLS INSECTS • STOPS DOG ODORS • NO POWDERING

15" x 28" **ONLY \$2.95** post paid

For large dogs, 28" x 36" **\$4.95** POST PAID *Very Economical!*

Use this revolutionary, chemically treated mat on regular bed of pet, or separately—rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counter-acts animal smell. Kennel-tested by veterinarians. Order today—money back guarantee! Check or Money Order.

V. F. GARRETT CO. P. O. Box 1143-91
DALLAS, TEXAS

FOLDING CHAIRS
• IN Steel or Wood
FOLDING BANQUET TABLES



WRITE FOR CATALOGUE
AND LOW DIRECT PRICES
J. P. REDINGTON & CO.
DEPT. 182 SCRANTON 2, PA.

ETERNAL BRONZE Handsomely hand-chased cast bronze

World War II honor rolls and Departed Brethren add-a-plate memorial tablets . . . famous for finer quality for 69 years.

Write Today for FREE catalog
NEWMAN BROS. Inc.
Dept. 722, Cincinnati 3, O.



Learn Profitable Profession in 90 days at Home

MEN AND WOMEN, 18 TO 60

Many Swedish Massage graduates make big money. Large full time incomes from doctors, hospitals, sanatoriums, clubs or private practice. Others make good money in spare time. Prepare for future security by training at home and qualifying for diploma, Anatomy Charts and 22 page illustrated Book FREE—Now!

The College of Swedish Massage
Dept. 223A, 41 Pearson St., Chicago 11



FALSE TEETH

KLUTCH holds them tighter

KLUTCH forms a comfort cushion; holds dental plates so much firmer and snuggler that one can eat and talk with greater comfort and security; in many cases almost as well as with **natural teeth**. Klutch lessens the constant fear of a dropping, rocking, chafing, plate. 25c and 50c at druggists . . . If your druggist hasn't it, **don't waste money on substitutes**, but send us 10c and we will mail you a generous trial box.

KLUTCH CO., Box 5255-A, ELMIRA, N. Y.

Housework Easy Without Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slowdown of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

auto were uninjured, the section proceeded.

Flares set by the crew of the first section halted the second. By this time the wrecked auto was burning like a torch and the crew of the second section decided to investigate. While their train was standing still the third section, roaring at top speed through the dismal night, plowed into the rear of the halted second section.

Newspaper accounts of the wreck say that the last car of the second section was of semi-wooden construction. The one ahead of it was steel and acted as a buffer against the ramming effect of the oncoming locomotive, with the doomed car crushed between them.

Weiss, who was in the upper berth in his compartment, was so badly injured that he was hospitalized for a long time. The death of the man in the berth below him made front-page news all over the country. He was Wild Bill Donovan, who had been manager of the New York Yankees a half-dozen years earlier. Now, as manager of the New Haven club for Weiss, he was en route to Chicago for the annual baseball meetings.

That Weiss lived and Donovan died was just a quirk of fortune. Weiss, recalling it almost thirty years later, remembers the details vividly:

"Donovan never drank," recalled Weiss, relating the story of the accident, "and I never smoked. We were in our compartment, just about to turn in, when Bill said he thought he would walk out to the club car for a final cigar.

"I said, 'Well, in that case I'll pour myself a drink.'"

"I finished my drink before Bill finished his cigar and I climbed into the upper berth. When Donovan returned he wanted to know what I was doing up there. He said, 'You're the boss, you sleep in the lower'.

"I told him I was comfortable where I was and that 'the boss' could sleep as well in the upper as in the lower.

"We both fell asleep right away and then the train was wrecked. Bill was killed instantly."

THE FEB. 12, 1932, date was a happier one for everyone concerned. The final barrier to Weiss's becoming director of the newly-organized farm system had been cleared away and the Yankees were ready with their announcement. Unfortunately there was other sports news which at the time appeared more important.

There was Birger Ruud's winning the Olympic skiing championship at Lake Placid up in the No. 1 spot on the sports pages, followed by a Boston terrier named Million Dollar Kid Boots winning at the Westminster Dog Show, followed by a routine story on the horse racing at Hialeah, followed by Weiss and the Yankee announcement.

If newspaper editors had been able to foretell the future, the Weiss story that

day undoubtedly would have been moved up from Page 24 to Page 1, where the news was chiefly about the desperate attempts being made to combat the economic depression into which the country had slipped. The New York newspapers generally accorded the Weiss story three-quarters of a column, which seemed ample enough. After all, the current marathon dancing contest was limited to a half-column that day. Besides, this was in the dead of winter and there were other seasonal sports that had to be covered.

As things turned out, this was one of the biggest baseball stories since the turn of the century. A new hand was being placed at the helm; a deft and winning touch that was to carry through more than a generation was being felt for the first time.

In practically no time at all, Weiss's deals and player-development acumen applied a healing balm to Colonel Rupert's wallet, aching grievously from the bite of such purchases as Lyn Lary and Jimmy Reese (\$135,000), Jim Weaver (\$35,000) and Frank Crosetti and Jack Saltzgeber (\$150,000).

The Weiss touch was felt immediately. Newark, which hadn't won a pennant in twenty years, soared up to the No. 1 spot in the International League immediately and came through seven times in the next dozen seasons. Kansas City hadn't had a winner in ten years, but once Weiss took hold it won three pennants in four years. In 1938 Weiss had the satisfaction of seeing two of his farm clubs play for the Junior World Series title, Newark vs. Kansas City.

Only one major league club has ever enjoyed a similar set-up. Ten years later Brooklyn sent its St. Paul and Montreal farms into this same minor-league classic.

Weiss, as farm director, was also boss of the Newark club, and he brought the major-league baseball touch to that city in all ways. The writers travelling with the Bears in those days saw top-notch teams and they travelled—oops, "first class." In later years, covering major league teams, they were to reminisce poignantly and say, "Back in Newark we were really in the major leagues but we didn't know it."

In 1947 Weiss moved up to his present job after a wild twenty-four hours following the Yankees' seventh-game triumph over the Brooklyn Dodgers in the World Series. In the victorious dressing room Larry MacPhail, president of the Yankees, alternated between blustering, weeping and taking wild swings at innocent newspapermen. In the midst of all this he flung his arms around Weiss affectionately and proclaimed him to be the real architect of this notable triumph. Then that evening, just to prove his point, MacPhail fired Weiss.

It didn't stick, however, because that same evening, while the Yankees celebrated in the main ballroom of the Biltmore Hotel, MacPhail became involved

in some pantry fisticuffs and wound up by selling out to Dan Topping and Del Webb, his Yankee partners, some time before dawn.

MacPhail got his money, a great deal of it, and Messrs. Topping and Webb got a little peace and a promise of baseball without fireworks. To ensure this they wasted little time making George Weiss the boss of this vast, lucrative operation.

SINCE THAT time Weiss has been in the driver's seat four seasons. He missed the pennant in 1948 but when Casey Stengel replaced Bucky Harris for the 1949 season it was a switch that set up an era that misses by only one more championship season the record set by Yankee teams managed by Joe McCarthy from 1936 through 1939.

In this second great Yankee era they have beaten the Dodgers, the Phillies and the Giants, in that order, have lost only three World Series game decisions, and in the last two seasons have come up with the most valuable player award recipient, first Phil Rizzuto and then Yogi Berra. Berra was one of Weiss's boys at Newark. Rizzuto he seasoned via long-distance cultivation at Kansas City.

Then, as though enough honors hadn't already been heaped upon the 1951 Yankees, the Baseball Writers Association of America, in a close vote, picked Gil McDougald, the Yankee infielder, as the American League's rookie of the year. In mileage-per-dollar-spent McDougald might wind up as the biggest bargain of decade during a period, strangely enough, when clubs think nothing of spending twenty and thirty thousand dollars on a young player who can scarcely be called more than "promising."

The Yankees, or rather the Yankees' West Coast chief scout, the late Joe Devine, signed McDougald for the modest bonus of \$1,500. McDougald came at such a bargain-basement figure because (a), there were three or four other kids in the San Francisco Bay area who looked more promising at that particular time and (b), the half-dozen scouts who looked Gil over were scared away by McDougald's unorthodox batting stance. Gil draped the bat over his wrists as though it was too heavy for him to hold. He still does.

Devine saw something where the others didn't and signed McDougald for Class D ball. Two seasons later he was named Most Valuable Player in the Texas League and last season he took the American League apart. Devine, who died last fall, didn't live to see his young star belt the first bases-loaded World Series homer (off the Giants' Larry Jansen) in fifteen years.

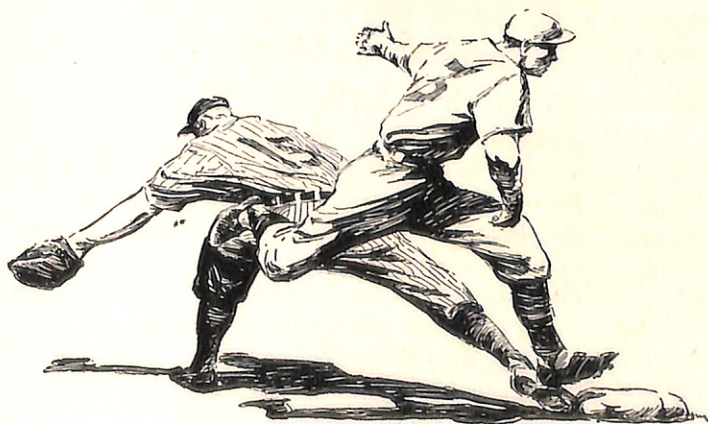
But the talent search is, of necessity, a never-ending operation, and the year after McDougald was signed another kid came into the Yankee fold. This one came from the lead and zinc mining area in Oklahoma, and, after seasoning in D ball, came up to the Joplin club in the Western Association. Then last year, like McDougald, he was ready for the big leagues. As a tribute to Weiss, and the perspicacity of his ivory hunters, the Yankees took two rookies, McDougald and Mickey Mantle, into the World Series.

Mantle was probably as big a bargain as McDougald. His modest bonus was never announced, but if it exceeded McDougald's \$1,500 it was by only a few hundred dollars. Two members of the world championship batting order at an original outlay of about \$3,000. Not bad!

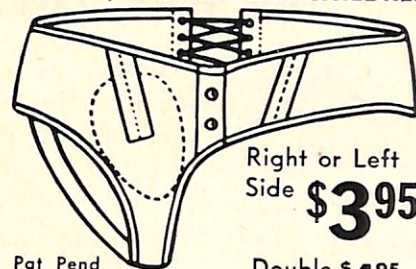
And "not bad" is what they've been saying about George Weiss's deals and operation now for almost a generation. No, not the general public. The Yankee name is so big that it tends to overshadow individual members of the organization, no matter how flamboyant his personality or how vital a cog he is in the smooth meshing of the gears.

But those in baseball know how important Weiss is to the Yankees. Take him out of the picture and chances are for the next two or three years the Yankee chariot would buzz along at its same old merry clip, because Weiss manages to aim for both tomorrow's game and the season three or four years hence.

Without him, however, the souped-up Yankee racing special would start slowing down, at first almost imperceptibly and then appreciably. And with all those super-charged jobs in Boston, Cleveland, Chicago and Detroit waiting for that one break—well, if Weiss is agreeable, the Yankees are going to have him on the job for a long, long time.

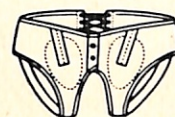


Immediate Comfort And Relief for You with **RUPTURE-EASER** (A PIPER BRACE PRODUCT) For MEN, WOMEN and CHILDREN



Right or Left
Side **\$3.95**

Double **\$4.95**



A strong, form fitting washable support designed to give you relief and

comfort. Adjustable back-lacing and adjustable leg strap. Snaps up in front. Soft flat groin pad—no steel or leather bands. Unexcelled for comfort, invisible under light clothing. Washable. Also used as after operation support.

● THE MOST EFFECTIVE HERNIA SUPPORT.

Thousands of people who have tried old-fashioned, expensive devices turn to Rupture-Easer for new comfort.

● RUPTURE-EASER IS SANITARY.

Can be washed without harm to fabric—you never offend when you wear Rupture-Easer.

● NO FITTING REQUIRED.

Just measure around the lowest part of the abdomen and specify right or left side or double.

Over 300,000 Grateful Users

Read What Others Say:

R. C. of Corvallis, Oregon, Air Mails: "Send me another Rupture-Easer so I will have one to change off with. It is enabling me to work at top speed at my press machine 8 hrs. a day."

M. S. of Anderson, Ind., thanks us and says: "It is one of the finest things I have ever worn and has made my life worth living. It has given me untold ease and comfort."

L. C. H., Blackburn, Mo., writes: "The Rupture-Easer I bought from you has done so much good I couldn't forget you this Christmas season."



THERE'S NO SUBSTITUTE FOR PROVEN PERFORMANCE!

RUPTURE-EASER
10 DAY TRIAL OFFER

Money-back guarantee if you don't get blessed relief. **ORDER TODAY!**

PIPER BRACE CO., DEPT. EK-152

811 Wyandotte, Kansas City 6, Mo.
(Note: Be sure to give size and side.)

USE THIS HANDY ORDER FORM

Piper Brace Company, Dept. EK-152

811 Wyandotte, Kansas City 6, Mo.

Please send my RUPTURE-EASER by return mail

Right Side ☐ \$3.95 Measure around lowest part
Left Side ☐ \$3.95 of my abdomen is
Double ☐ \$4.95 INCHES

We Prepay Postage Except on C.O.D.'s

Enclosed is ☐ Money Order ☐ Check for \$.....
☐ Send C. O. D. (Be sure to give size and side.)

Name.....

Address.....

City and State.....

RUSH THIS COUPON NOW!

EDITORIAL

THE FIRST HALF-YEAR



Looking back over the first six months of Howard Davis' administration, one finds plenty of evidence of the Grand Exalted Ruler's solid contributions to the sustained growth and soundness of Elksdom.

When he talked with the Exalted Rulers, following his election in Chicago, Grand Exalted Ruler Davis said that it would be his administration's purpose to develop existing programs, rather than launch new projects, and to keep the Order in a state of preparedness to assume any new responsibilities that emergency conditions might require. This conservative policy has proved to be correctly gauged to the times.

A few weeks after he took office, the Grand Exalted Ruler was faced with the Mid-west flood emergency. At once, he dispatched a special representative to the scene to report what was needed and on the basis of these findings telegraphed an appeal to all lodges to contribute up to \$100 for the relief of the victims of this disaster. More than \$65,000 thus raised was distributed through our lodges in Kansas and Oklahoma to provide food, clothing, furniture, school supplies and other necessities, not alone for Elks but wherever they were needed.

In September, the Department of Defense appealed to Grand Exalted Ruler Davis for the Order's assistance in obtaining three million pints of blood for our fighting men. Grand Exalted Ruler Davis went to Washington and personally pledged to Defense Secretary Lovett that the Order of Elks would raise a third of that quota, or one million pints. The Elks Armed Forces Blood Campaign was organized and, with the enthusiastic cooperation of lodges and State Associations, is well along towards achieving that quota by July 1.

Meanwhile, the Grand Exalted Ruler has worked with great vigor and application at the multitude of matters that commands his attention. He has devoted his personal attention to the reports of his District Deputies. He has studied the problem of lapsation and forcefully recommended specific action, based on experience, to meet the problem. These and similar matters may appear to some to be routine, but they are, as a matter of fact, completely vital to the well being of the Order.

Despite his preoccupation with these basic affairs, the Grand Exalted Ruler has managed to find time to discharge another important duty that attaches to his high office—his official visits. Mr. Davis' habit of addressing himself to the serious business of Elksdom invariably leaves his hosts with a deeper appreciation of their responsibilities and a greater pride in their Order.

The record of Grand Exalted Ruler Davis' first half-year forecasts a report of gratifying accomplishments at the Grand Lodge Convention in New York next July.

TEACH MORE HISTORY



Most citizens deplore the lack of emphasis by our schools on the teaching of American history, but few do anything about it. One who did do something was Brother H. Kenneth Bailes, a member of Knoxville, Tenn., Lodge No. 160.

A member of the House of the Tennessee legislature, Brother Bailes introduced a bill making the study of American history and government a required course in every four-year high school, public and private, in the state. The bill, which became law only a few months ago, has plenty of teeth in it.

Its provisions are simple. It requires the study of American history and government for one year, preferably during the fourth year. Students who refuse to take the course will be refused admittance to the University of Tennessee, or any other state-supported institution of higher learning, unless they agree to study the subject during their first year in college. Failure of any public high school principal to carry out the provisions of the law constitutes a misdemeanor, subjects the offender to loss of his teaching license and is cause for removing his school from the accredited list.

Failure of private schools to comply with the law automatically removes them from the accredited list.

Finally, any dean of the University of Tennessee or any state college who violates the act is subject to removal from his position and may not engage in public school work in the state for five years following such removal.

It ought not to be necessary to pass a law to insure that young Americans learn something about the history and the government of their home land. They will be better citizens for it, and all schools should teach it as a matter of routine, but not routinely. It should be taught inspiredly, using all of the most advanced methods, including, when possible, television and films, to make the study of history the interesting and rewarding pursuit that it can be when taught by a competent teacher.

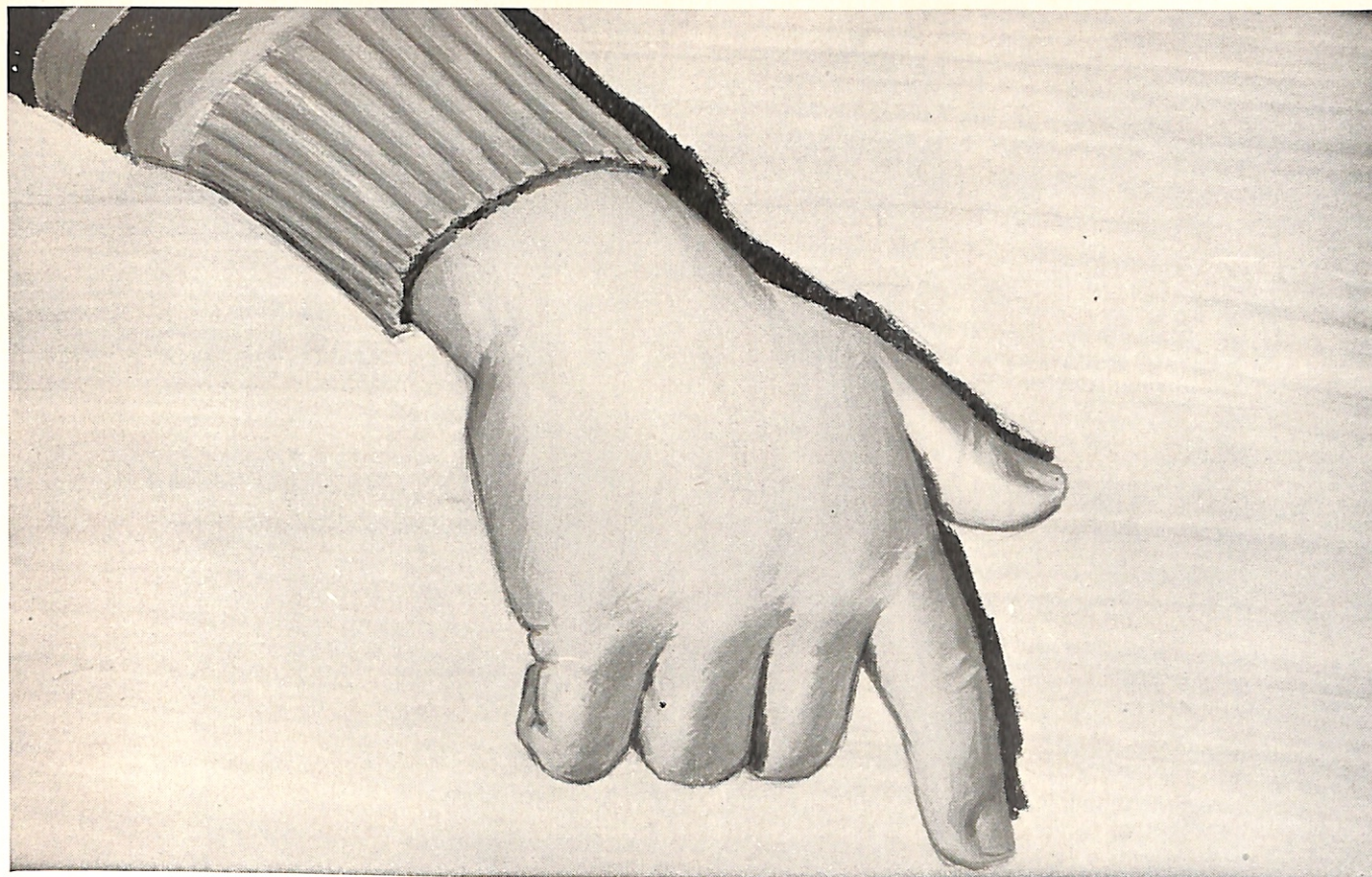
A DESERVED HONOR



It was a deserved honor that came to Past Grand Exalted Ruler Bruce A. Campbell last month, when Northwestern University conferred upon him an award for distinguished service to society.

One of a hundred citizens so honored, Mr. Campbell was cited by the University as an outstanding attorney, long a leader in public affairs and in the state and national councils of the Democratic party. The citation also recounted that he has been interested in the Illinois State Committee for Physically Handicapped Children, and since 1927 has been chairman of the Illinois Elks Association for Crippled Children.

Mr. Campbell was en route to Hawaii when the awards were made, and his was conferred in absentia. We take advantage of his absence to record this honor to a man who has served so ably and so modestly for so long.



The law of the **LITTLE HAND**

Every little guy knows this law by heart. You learn it when you get to be about 4. There's a smiling clerk at a candy counter. There's a little guy. His nose is pressed against glass. His eyes are eager, shining... slowly choosing. Suddenly, his chubby little hand points... To see it work does something warm and good to you deep down inside. It is the *law of the little hand*.

Now this is a law, so simple they don't talk much about it. They never wrote it in the Constitution. Too unimportant—*perhaps*. You see, it's only the right to buy whatever brand name you want. To choose the best for the money. At first you choose among candy bars... comic books... or bubble gums. When you get older, it's brands of soup and soap... hair tonics

and hand lotions... washing machines and motor cars. Eventually you learn that *brand names* bring you the better and better products. You can trust them. They are guaranteed good. By the *law of the little hand*.

The *brand name* means that the maker believes in the *law of the little hand*... the customer's freedom of choice... and free competition among manufacturers to give you better and better goods at lower prices. Backed by the law of the little hand, brand names build strong companies and factories to make this country prosperous in peace... and stronger in war. Every time you buy the brand names... such as the many products advertised in this magazine... you assure yourself of the best value for the money. You help build the strength of the U.S.A. That is the *law of the little hand*.

*Whenever you buy—
demand the brand you want*

Brand Names Foundation
INCORPORATED

A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N. Y.



Floral
Loveliness

There is a
Lovely
NEW

Olson Rug

in Your OLD Rugs, Clothing

and You *Save up to 1/2*

IT IS ALL SO EASY! Write for the FREE, money-saving *Olson Rug Catalog and Decorating Guide with Model Rooms* in full colors. Tells how . . .

Your Materials are Picked Up at your door and sent at our expense to the Olson Rug Factory, where,

By the Scientific Olson Process we sterilize, merge and reclaim the wool and other valuable materials in worn carpets, rugs, clothing; then picker, card, bleach, spin, redye and weave lovely, NEW deeply-tufted . . .

Two-Sided Broadloom Rugs with the thrilling, twist-weave beauty and "feel" of luxury-priced wool rugs—at a

fraction of the cost. No underneath pads are needed—an extra saving.

52 Colors, Patterns—Any Size up to 16 feet wide without seams and any length. Choice of:

Solid Colors	Early American	Florals
Tweed Blends	Oriental Designs	Ovals
	Embossed Effects	

Factory-to-You Savings. We do not have agents or sell thru stores. We guarantee to please or pay for your materials. Over 3 million customers.

Orders Completed in One Week. Read praise from editors and customers everywhere. *Our 78th year.*

OLSON RUG CO.

Chicago New York San Francisco



© ORC.

Picture
This Lovely
GREY Rug
in Your Home

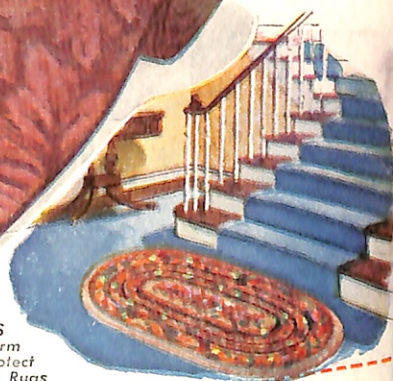
Choice of
52 Colors,
Patterns,
Woven
Reversible



Colorful
Early American
Patterns

Popular
Solid Colors
and Tweedy Blends

Exquisite
Leaf Design
in Rose, Grey,
or Green



OVALS
for Charm
and to Protect
Your Large Rugs

Mail Coupon or Postcard for—

FREE Catalog in Colors
OLSON RUG CO., Dept. K-12, Chicago 41, Ill.

Please mail, FREE and without obligation, the money-saving Olson Book of Rugs and Model Rooms.

Name

Address

Town

State